One&Only

HAYMAN ISLAND

Great Barrier Reef

RESORT STYLE GUIDE

TABLE OF CONTENTS

1 OVERVIEW

4 Brand Positioning
5 Brand Values
6 Brand Vision
7 Brand Pillars
8 Hayman Island Positioning

2 VISUAL IDENTITY

Brandmarks
10 One&Only Brandmark Variations
12 Exclusion Zones
14 Sizes
17 Full Resort Brandmarks – For Reference
18 Alternate Resort Brandmarks
19 URL
21 Colour and Image Applications
22 Incorrect Applications

OO Monogram
23 Correct Applications
24 Sizes
25 Incorrect Applications

Resort Icon
26 Correct Applications
27 Sizes
28 Exclusion Zones
29 Incorrect Applications

Brand Ampersand
30 Applications

Typography
31 Baskerville OO
32 Alright Sans
33 Type Hierarchy

Colour Palette
37 Brand Colours
38 Resort Colours
39 Correct and Incorrect Applications

3 PHOTOGRAPHY

43 Overview
44 Establishing Imagery
45 Resort Imagery
46 Lavish Interiors
47 Pools and Beaches
48 Architectural Elements
49 Hero Moments
50 Campaign Imagery

4 TONE OF VOICE

52 Overview
53 Language – Overall
54 Language – Place
55 Language – Indulgence
56 Language – Serenity
57 Language – Devotion
58 Language – Connection

5 COLLATERAL

60 Stationery
64 Notecard and Notecard Envelope
67 Fact Sheet
70 Welcome Pack
71 Welcome Pack Folder
73 Welcome Pack Checklist
74 Daily Edit Newsletter
77 Weekly Edit Newsletter
83 Daily / Weekly Edit Newsletters
84 In-Room Booklets: Overview
85 In-Room Booklets: Print Specs
86 Dining Booklet
91 Spa Brochure
97 Activities and Entertainment Brochure
99 Breakfast Menu
103 Sales Folder
106 Press Kit
110 Checkout Folder
112 Turn Down Service

1

OVERVIEW

OVERVIEW
Brand Positioning

To create unique and lavish sensory experiences in the world's most idyllic locales for a discerning and distinguised clientele.

OVERVIEW
Brand Values

Authenticity

Elevated (Experience and Surroundings)

Commitment

Gratifying

Intuitive

OVERVIEW
Brand Vision

Over fifty years ago, Sol Kerzner, creator of *One&Only* worldwide Collection of Resorts, built his first hotel based on one goal: to create unique and lavish sensory experiences in the world's most idyllic locales. The spirit of this vision is now seen throughout our collection of resorts. Offering quintessential elegance and a definite sense of place, *One&Only* resorts are known as discreet escapes in the world's most beautiful and rarified destinations. Each property offers a unique *One&Only* look and feel, along with a distinct personality that embraces the rich culture of each region. Every stay is designed to give guests a singular, unforgettable experience.

The success of the *One&Only* brand is a result of our commitment to this vision – a commitment to delivering at every one of our resorts. As the *One&Only* Collection continues to grow, it is more important than ever to establish standards that ensure each property retains its local brand identity and offers a genuine experience at each destination.

One&Only is known for unique identities and experiences. Consistent and accurate use of branding will enhance our company's reputation.

To ensure the continued growth of the *One&Only* brand, it is crucial to follow these guidelines with precision. This style guide is a blueprint not only for branding specifications, but also for our continued success and growth. It articulates our brand values and illustrates our brand vision now and for future growth.

OVERVIEW

Brand Pillars

The reputation of *One&Only* is based upon a very specific platform of Brand Values: a singular and lavish sensory experience tied to a distinct sense of place, exemplary service set in the most idyllic locales on earth. See the Brand Pillars below:

PLACE – Elegant, expansive spaces set within lush destinations

SERENITY – Reveling in a renewed sense of peace

CONNECTION – The luxury of spending time together

DEVOTION – Dedication to warmth and generosity expressed in every gesture

INDULGENCE – Nourishing curiosity and exciting the senses

OVERVIEW

Hayman Island Positioning

One&Only is known for envisioning, creating and curating singular experiences, exemplary service and unforgettable sensory immersion tied to the specific sense of place.

Internationally recognized as one of the world's most beautiful retreats, Hayman Island is the ideal addition to the *One&Only* portfolio.

One&Only Hayman Island presents a sleek, sophisticated, fresh brand identity with a vision that conveys all that is unique about the *One&Only* brand, details everything we do, preserves our philosophy and defines the path for the company's future.

More than ever, it is vital to establish standards that ensure each property retains its focus on offering a genuine and unparalleled sensory experience intimately linked to the destination. Consistent and accurate use of branding will enhance our company's reputation. This style guide details what *One&Only* Hayman Island stands for, how we articulate and illustrate our vision, and why we do it this way.

As the distillation of a thorough strategic and creative process, this guide is designed to be easy to use and relate to, while capturing the intricacies of what we do well and what makes us special.

2

VISUAL IDENTITY

BRANDMARKS

One&Only Brandmark Variations

1. MASTER BRANDMARK

The *One&Only* Brandmark is the visual representation of the brand and should be applied to all communications when the context of *One&Only* is known, when collectively talking about *One&Only*, and when referring to more than one property or product. For consistency, when *One&Only* is used within body copy, the name should appear in italics, typeset like the Brandmark. The *One&Only* Brandmark is the most valuable asset and must not be redrawn or altered in any way.

2. ALTERNATE BRANDMARK

The Alternate Brandmark with the "RESORTS" subtext should be used on any materials where the context of *One&Only* may not be known. That may include marketing materials such as print ads and digital banners.

The Brandmark should be printed as a stamped silver foil Kurz 377 whenever possible. For internal printing or anything of less importance, the Icon can be printed in the Cool Gray 11. In some advertising and digital circumstances (website, EDM, etc.), Black can be applied to the Icon. In other advertising and digital circumstances, Black can be used as a background colour, in which case the Icon would be reversed out in white.

1. MASTER BRANDMARK

KURZ FOIL 377

PANTONE COOL GRAY 11

BLACK
(DIGITAL & ADVERTISING ONLY)

BLACK
(DIGITAL & ADVERTISING ONLY)

BRANDMARKS

One&Only Brandmark Variations

3. FULL RESORT BRANDMARK

The Full Resort Brandmark is the visual representation of each individual resort and should be applied to all communications when in context to a specific resort or location. The Full Resort Brandmark consists of the *One&Only* Brandmark, resort name and location. The Full Resort Brandmark should be used at all times when possible.

4. ALTERNATE RESORT BRANDMARK

The Alternate Resort Brandmark consists of the *One&Only* Brandmark and resort name only. It is permissible to use the Resort Brandmark only pertaining to specific bespoke on-premise purposes (i.e. staff uniforms) or when space is limited and alters details and readability (i.e. a pen).

The Brandmark should be printed as a stamped silver foil Kurz 377 whenever possible. For internal printing or anything of less importance, the Icon can be printed in the Cool Gray 11. In some advertising and digital circumstances (website, EDM, etc.), Black can be applied to the Icon. In other advertising and digital circumstances, Black can be used as a background colour, in which case the Icon would be reversed out in white.

3. FULL RESORT BRANDMARK

4. ALTERNATE RESORT BRANDMARK

KURZ FOIL 377

PANTONE COOL GRAY 11

BLACK (DIGITAL & ADVERTISING ONLY)

WHITE (DIGITAL & ADVERTISING ONLY)

BRANDMARKS

Exclusion Zones

Apply the *One&Only* Brandmarks with sufficient space around them. The exclusion zone around the Brandmark should be equal to the height of the Brandmark (x) to ensure that no other graphic elements interfere with the clarity or legibility of the Brandmark.

1. MASTER BRANDMARK

2. ALTERNATE BRANDMARK

BRANDMARKS

Exclusion Zones

Apply the *One&Only* Resort Brandmarks with sufficient space around them. The exclusion zone around the Brandmark should be equal to the height of the Brandmark (x) to ensure that no other graphic elements interfere with the clarity or legibility of the Brandmark.

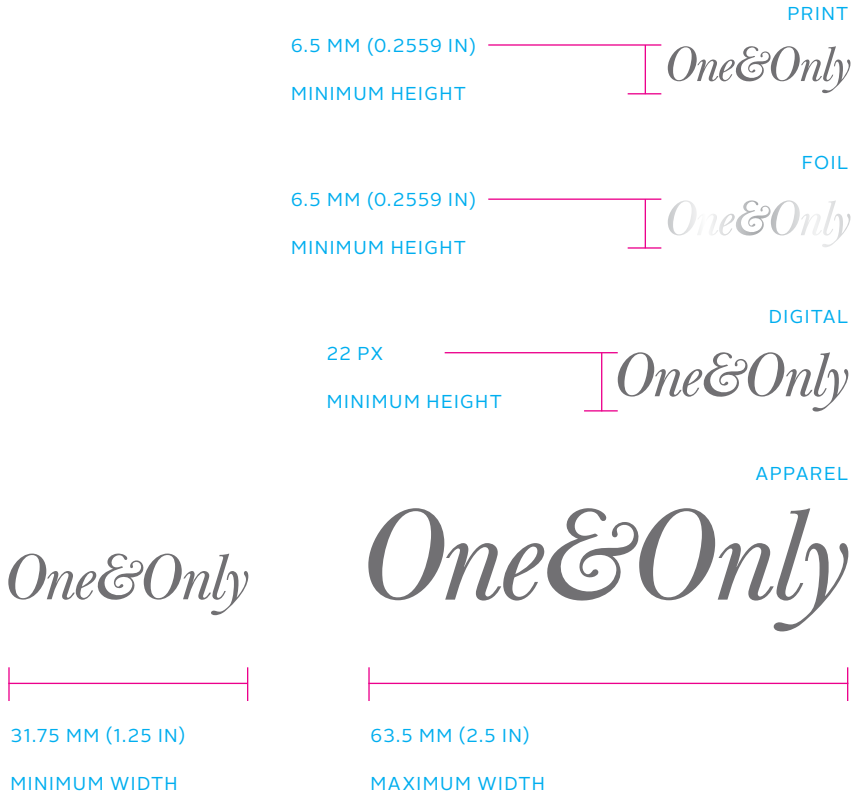
3. FULL RESORT BRANDMARK

4. ALTERNATE RESORT BRANDMARK

BRANDMARKS

Sizes

In order to maintain detail and readability, the Brandmark should not appear in print smaller than 6.5 mm (0.2559 in). In digital applications, the Brandmark should appear no smaller than 22 pixels in height. The Brandmark width should not appear on apparel smaller than 31.75 mm (1.25 in), and no larger than 63.5 mm (2.5 in).



BRANDMARKS

Sizes

The Full Resort Brandmark should always be the preference for use on resort-specific materials.

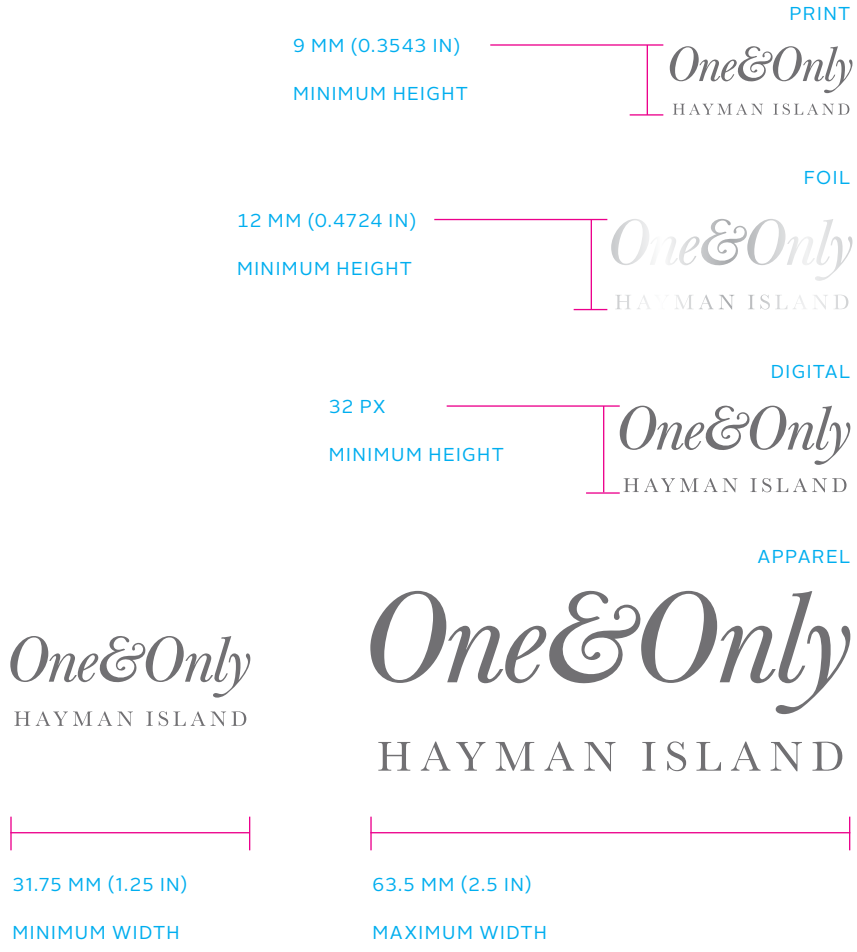
In order to maintain detail and readability, the Brandmark should not appear in print smaller than 13mm (0.5118 in). In digital applications, the Brandmark should appear no smaller than 60 pixels in height. The Brandmark width should not appear on apparel smaller than 31.75 mm (1.25 in), and no larger than 63.5 mm (2.5 in).

BRANDMARKS

Sizes

The Alternate Resort Brandmark can be used only when the location tier of the three-tier Full Resort Brandmark would be too small (i.e. a pen) and in unique bespoke on-premise purposes (i.e. staff uniforms).

In order to maintain detail and readability, the Brandmark should not appear in print smaller than 9mm (0.3543 in). In digital applications, the Brandmark should appear no smaller than 32 pixels in height. The Brandmark width should not appear on apparel smaller than 31.75 mm (1.25 in), and no larger than 63.5 mm (2.5 in).



BRANDMARKS

Full Resort Brandmarks – For Reference

Each *One&Only* resort location has its own Resort Brandmark. These Brandmarks can exist with or without the accompaniment of the destination. All Brandmarks should be centered and maintain this visual hierarchy. Only supplied Brandmarks should be used and no alterations should be made to them in any way.

One&Only
HAYMAN ISLAND
Great Barrier Reef

One&Only
PALMILLA
Los Cabos

One&Only
CAPE TOWN
South Africa

One&Only
REETHI RAH
Maldives

One&Only
THE PALM
Dubai

One&Only
LE SAINT GÉRAN
Mauritius

One&Only
ROYAL MIRAGE
Dubai

One&Only
PORTONOVI
Montenegro

One&Only
OCEAN CLUB
Bahamas

One&Only
SANYA
Hainan

BRANDMARKS

Alternate Resort Brandmarks – For Reference

Each *One&Only* resort location has its own Resort Brandmark. These Brandmarks can exist with or without the accompaniment of the destination. All Brandmarks should be centered and maintain this visual hierarchy. Only supplied Brandmarks should be used and no alterations should be made to them in any way.

One&Only
HAYMAN ISLAND

One&Only
PALMILLA

One&Only
CAPE TOWN

One&Only
REETHI RAH

One&Only
THE PALM

One&Only
LE SAINT GÉRAN

One&Only
ROYAL MIRAGE

One&Only
PORTONOVI

One&Only
OCEAN CLUB

One&Only
SANYA

BRANDMARKS
URL

The URL should always be written as *oneandonlyresorts.com* and should always appear in italics. The URL should be both very visible and clearly secondary to the Brandmark. The spacing between the Brandmark and the URL can be flexible to suit the layout and maintain this hierarchy, but no smaller than 7.3 mm (0.2874 in).

One&Only Resorts and @ are trademarks of Kerzner International Limited.
Copyright *One&Only Resorts* 2014.

1. The spacing between information and the URL can be flexible to suit the layout and maintain hierarchy, but no smaller than 7.3mm.

2. The URL should always be secondary to the Brandmark.

BRANDMARKS
URL

The Hayman Island resort-specific URL should always be written as *oneandonlyhaymanisland.com.au* and should always appear in italics. The URL should be both very visible and clearly secondary to the Brandmark. The spacing between the Brandmark and URL can be flexible to suit the layout and maintain this hierarchy, but no smaller than 7.3 mm (0.2874 in), and should not create a lockup with the Brandmark.

This URL is used when cross-selling the resorts is less important, and the intention is to point someone directly to the website of a specific resort for information or booking.

Please see Fact Sheet on page 68 for reference.

One&Only Resorts and @ are trademarks of Kerzner International Limited.
Copyright *One&Only Resorts* 2014.

1. The spacing between information and the URL can be flexible to suit the layout and maintain hierarchy, but no smaller than 7.3mm.

2. The URL should always be secondary to the Brandmark.

BRANDMARKS

Colour and Image Applications

The Brandmark should be treated with care when using colours. Here are some examples of how to handle the Brandmarks with colour.

The Brandmark should always be printed in foil when possible. For internal printing or anything of less importance, the Brandmark can be printed in the Cool Gray 11. Never use Cool Gray 1 for the Brandmark, as it does not produce enough contrast to stand out. (See pages 37-38 for colour specifications.)

Cool Gray 11 should not be used as a background colour, so the Brandmark should not be reversed out on it.

In some advertising and digital circumstances (website, EDM, etc.), Black can be used as a background colour, in which case the Brandmark would be reversed out in White.

As a limited option, the Brandmark can be reversed out on top of an image. This should be done in a way that respects exclusion zones (See pages 12-13) in regards to elements of the photo that would affect readability of the Brandmark. A foil stamp should never be applied directly over an image, as readability is low.

BRANDMARK: KURZ FOIL 377
BACKGROUND: WHITE

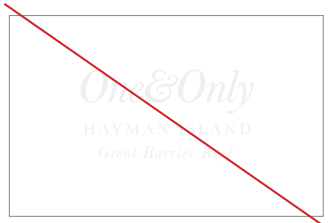
BRANDMARK: KURZ FOIL 377
BACKGROUND: COOL GRAY 1

BRANDMARK: COOL GRAY 11
BACKGROUND: WHITE

BRANDMARK: BLACK
BACKGROUND: WHITE
(DIGITAL & ADVERTISING ONLY)

BRANDMARK: WHITE
BACKGROUND: IMAGE

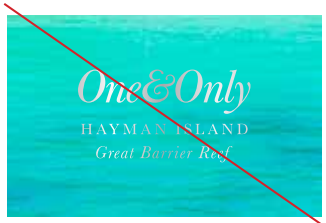
BRANDMARK: WHITE
BACKGROUND: BLACK
(DIGITAL & ADVERTISING ONLY)



BRANDMARK: COOL GRAY 1
BACKGROUND: WHITE

BRANDMARK: WHITE
BACKGROUND: COOL GRAY 11

BRANDMARK: KURZ FOIL 377
BACKGROUND: COOL GRAY 11

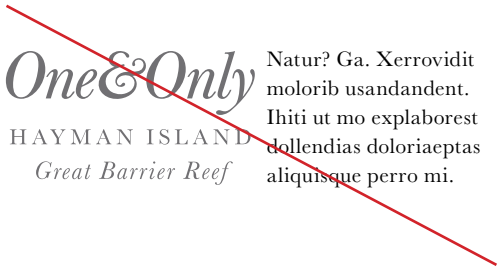


BRANDMARK: KURZ FOIL 377
BACKGROUND: IMAGE

BRANDMARKS

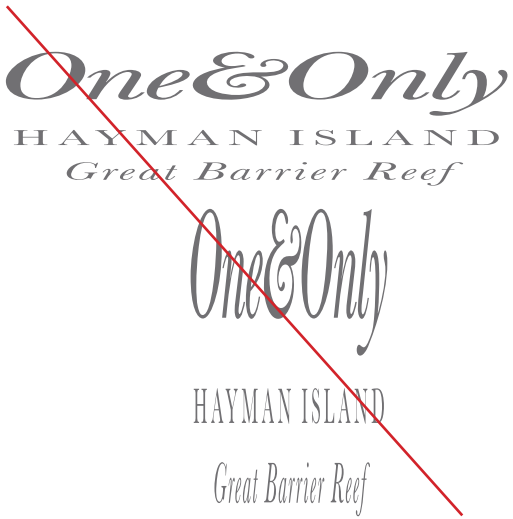
Incorrect Applications

The Brandmark should be treated with care. Here are examples of incorrect usage of the Brandmark.

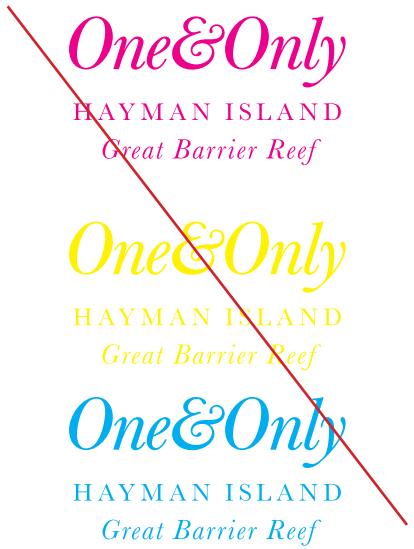

One&Only
HAYMAN ISLAND
Great Barrier Reef
Natur? Ga. Xerrovidit molorib usandandent. Ihiti ut mo explaborest dollendias doloriaeptas aliquisque perro mi.

1. The Brandmark should be used alone. Do not place copy immediately next to it.

2. The Brandmark should not be rotated to any angle.



3. The Brandmark should not be stretched horizontally or vertically.



4. The Brandmark should never be used in bright colours outside the recommended palette that conflict with the elegance of the overall branding.

OO MONOGRAM

Correct Applications

The OO Monogram serves as a supplemental design element to reinforce the *One&Only* brand. It can be used as a secondary accent mark, or instead of the Brandmark when the full name is not necessary, such as on the website.

The OO Monogram should be used in isolation, rather than in a repeating pattern.

The OO Monogram should always be printed in foil when possible. For internal printing or anything of less importance, the Monogram can be printed in the Cool Gray 11. In some advertising and digital circumstances (website, EDM, etc.), Black can be applied to the Monogram. In other advertising and digital circumstances, Black can be used as a background colour, in which case the Monogram would be reversed out in white.

The OO Monogram should not become too large of a design element, which would distract from the overall design, and should always be a smaller mark that acts as an accent to the overall design.

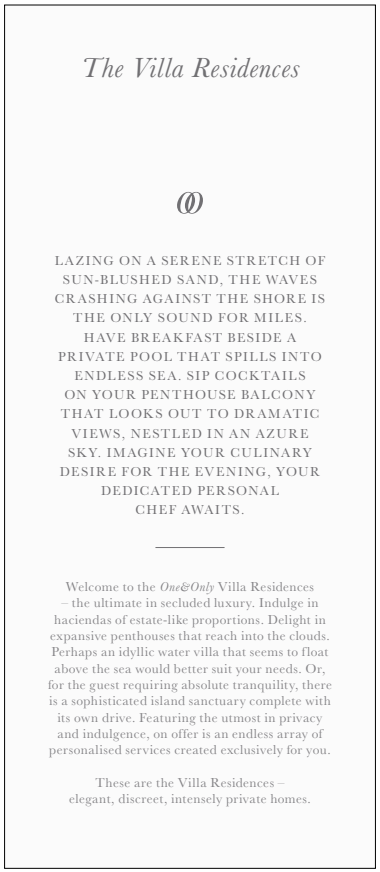
The OO Monogram should appear with brand related information, while the resort icons (see page 26-29) should appear when speaking of an individual resort.

KURZ 377 FOIL

PANTONE COOL GRAY 11

BLACK

WHITE

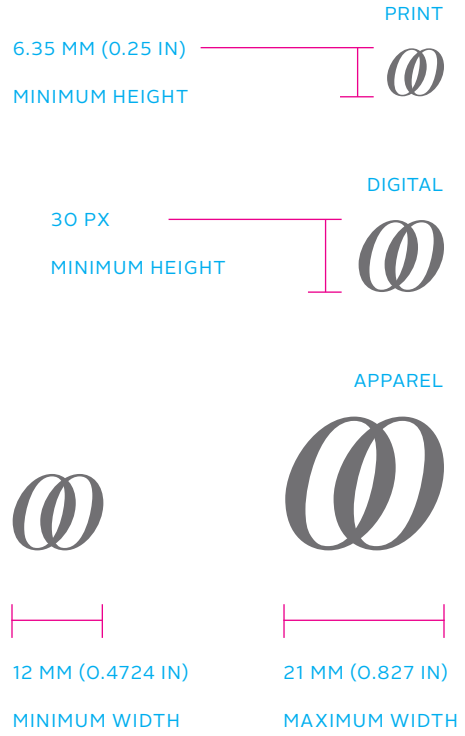

The Villa Residences
LAZING ON A SERENE STRETCH OF SUN-BLUSHED SAND, THE WAVES CRASHING AGAINST THE SHORE IS THE ONLY SOUND FOR MILES. HAVE BREAKFAST BESIDE A PRIVATE POOL THAT SPILLS INTO ENDLESS SEA. SIP COCKTAILS ON YOUR PENTHOUSE BALCONY THAT LOOKS OUT TO DRAMATIC VIEWS, NESTLED IN AN AZURE SKY. IMAGINE YOUR CULINARY DESIRE FOR THE EVENING, YOUR DEDICATED PERSONAL CHEF AWAITS.
Welcome to the One&Only Villa Residences – the ultimate in secluded luxury. Indulge in haciendas of estate-like proportions. Delight in expansive penthouses that reach into the clouds. Perhaps an idyllic water villa that seems to float above the sea would better suit your needs. Or, for the guest requiring absolute tranquility, there is a sophisticated island sanctuary complete with its own drive. Featuring the utmost in privacy and indulgence, on offer is an endless array of personalised services created exclusively for you.
These are the Villa Residences – elegant, discreet, intensely private homes.

1. The OO monogram should be used as a small design element.

OO MONOGRAM

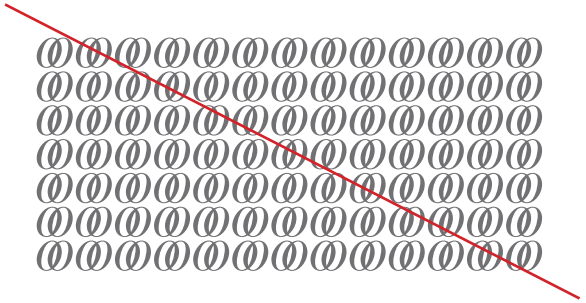
Sizes

In order to maintain detail and readability, the OO Monogram should not appear in print smaller than 6.35 mm (0.25 in). In digital applications, the Resort Icon should appear no smaller than 30 pixels in height. The icon should not appear on apparel smaller than 12 mm (0.4724 in) and no larger than 21 mm (0.827 in).

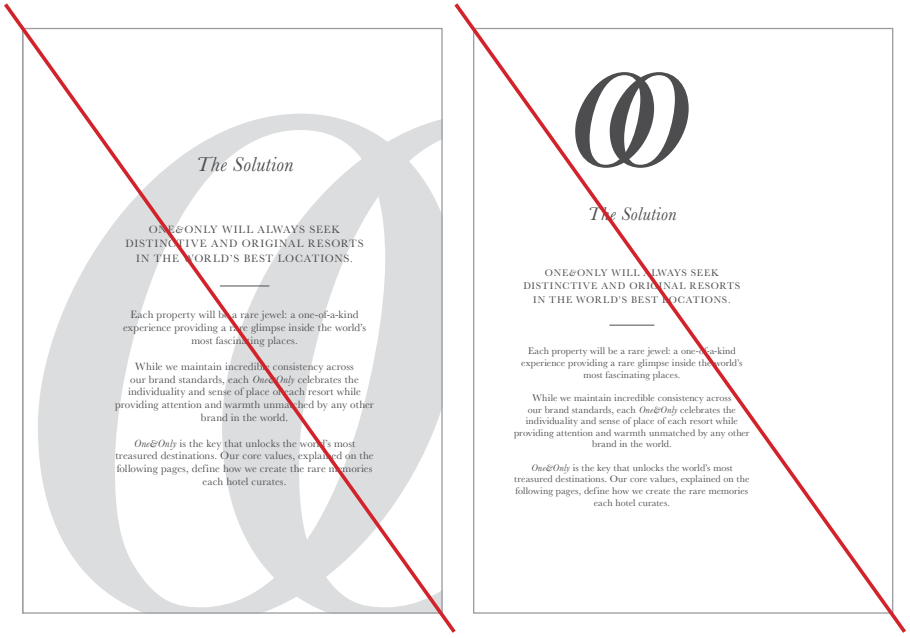


MONOGRAM

Incorrect Applications



1. The OO monogram should not be used as a repeating pattern.


The Solution
ONE&ONLY WILL ALWAYS SEEK DISTINCTIVE AND ORIGINAL RESORTS IN THE WORLD'S BEST LOCATIONS.
Each property will be a rare jewel: a one-of-a-kind experience providing a rare glimpse inside the world's most fascinating places.
While we maintain incredible consistency across our brand standards, each One&Only celebrates the individuality and sense of place of each resort while providing attention and warmth unmatched by any other brand in the world.
One&Only is the key that unlocks the world's most treasured destinations. Our core values, explained on the following pages, define how we create the rare memories each hotel curates.
The Solution
ONE&ONLY WILL ALWAYS SEEK DISTINCTIVE AND ORIGINAL RESORTS IN THE WORLD'S BEST LOCATIONS.
Each property will be a rare jewel: a one-of-a-kind experience providing a rare glimpse inside the world's most fascinating places.
While we maintain incredible consistency across our brand standards, each One&Only celebrates the individuality and sense of place of each resort while providing attention and warmth unmatched by any other brand in the world.
One&Only is the key that unlocks the world's most treasured destinations. Our core values, explained on the following pages, define how we create the rare memories each hotel curates.

2. The OO monogram should not be used as a large design element.

RESORT ICON

Correct Applications

The Resort Icon serves as supplemental design elements to reinforce the resort branding. It is to be used as secondary accent marks, and should be used sparingly. It adds individuality to each resort.

The *One&Only* Hayman Island icon is inspired by sea life and the Great Barrier Reef. It mimics the shape of a starfish, but speaks to all of the unique shapes of marine life, symbolising the fantastic dive encounter one can experience.

The Resort Icon should be used in isolation, rather than in a repeating pattern.

The Resort Icon should always be printed in foil when possible. For internal printing or anything of less importance, the Icon can be printed in the Cool Gray 11. In some advertising and digital circumstances (website, EDM, etc.), Black can be applied to the Icon. In other advertising and digital circumstances, Black can be used as a background colour, in which case the Icon would be reversed out in white.

The Resort Icon should not become too large of a design element, which would distract from the overall design, and should always be a smaller mark that acts as an accent to the overall design. See page 29 for samples of misuse.

Please see page 28 for proper Resort Icon spacing reference.

Please reference the Fact Sheet on page 69 for icon size reference.

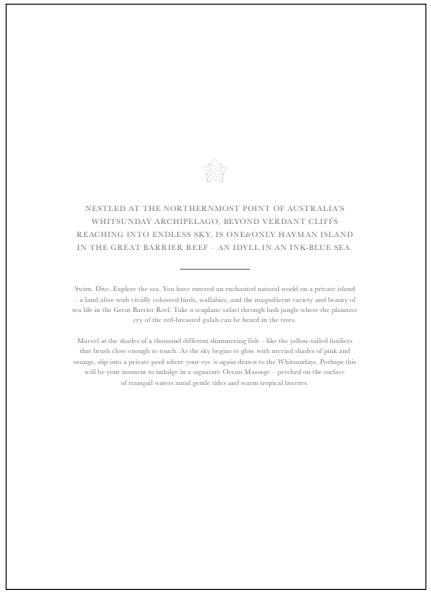
The Resort Icon should appear with individual resort-related information, while the OO Monogram (see page 23-25) should appear when talking about brand related information.

KURZ 377 FOIL

PANTONE COOL GRAY 11

BLACK

WHITE

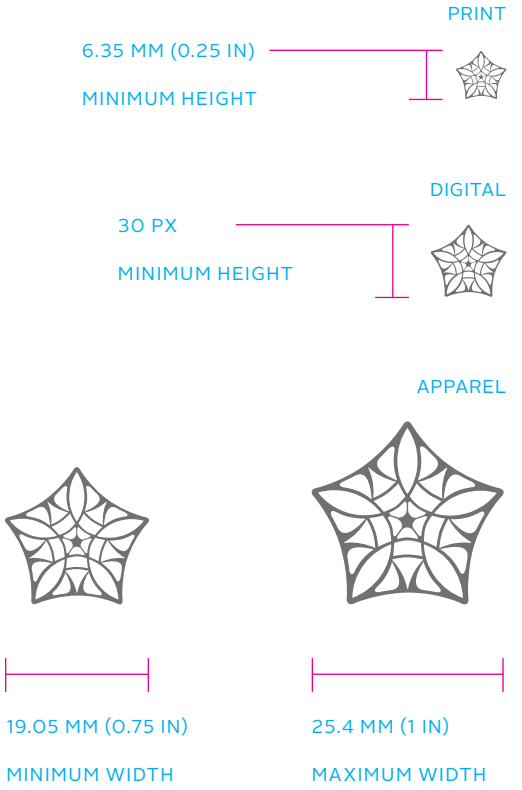

NESTLED AT THE NORTHERNMOST POINT OF AUSTRALIA'S WHITSUNDAY ARCHIPELAGO, BEYOND VERDANT CLIFFS REACHING INTO ENDLESS SKY, IS ONE&ONLY HAYMAN ISLAND IN THE GREAT BARRIER REEF – AN IDYLL IN AN INK-BLUE SEA.
Swim. Dive. Explore the sea. You have entered an enchanted natural world on a private island – a land alive with vividly coloured birds, wallabies, and the magnificent variety and beauty of sea life in the Great Barrier Reef. Take a seaplane safari through lush jungle where the plaintive cry of the red-breasted galah can be heard in the trees.
Marvel at the shades of a thousand different shimmering fish – like the yellow-tailed fusiliers that brush close enough to touch. As the sky begins to glow with myriad shades of pink and orange, slip into a private pool where your eye is again drawn to the Whitsundays. Perhaps this will be your moment to indulge in a signature Ocean Massage – perched on the surface of tranquil waters amid gentle tides and warm tropical breezes.

1. The Resort Icon should be used as a small design element.

RESORT ICON

Sizes

In order to maintain detail and readability, the Resort Icon should not appear in print smaller than 6.35 mm (0.25 in). In digital applications, the Resort Icon should appear no smaller than 30 pixels in height. The icon should not appear on apparel smaller than 19.05 mm (0.75 in) and no larger than 25.4 mm (1 in).



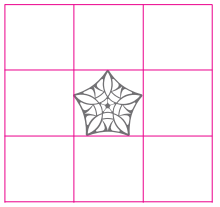
RESORT ICON

Exclusion Zones

The Resort Icon needs to be applied with some spacing around it. The exclusion zone around the Resort Icon should be at least equal to the height of the Resort Icon (y) to ensure that no other graphic elements interfere with the clarity or legibility of the Brandmark.

The icon should always be below the Brandmark, making it a secondary mark.

1. The Resort Icon should act as a smaller accent when paired with the Brandmark, following the Brandmark spacing (as a minimum) and center alignment.

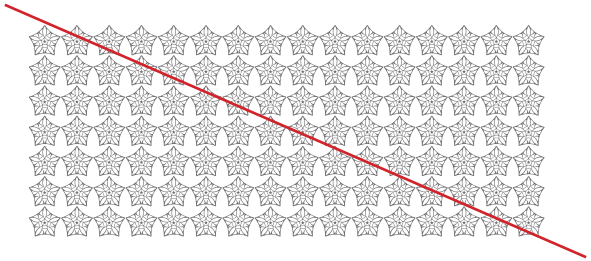


2. The exclusion zone around the Resort Icon (if used alone) is equal to the size of the icon itself.

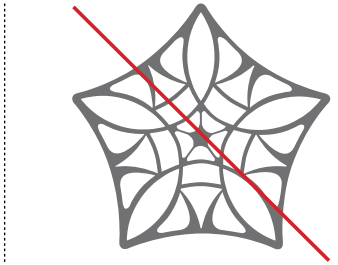
3. The Resort Icon should act as a smaller accent below the Brandmark, never above.

RESORT ICON

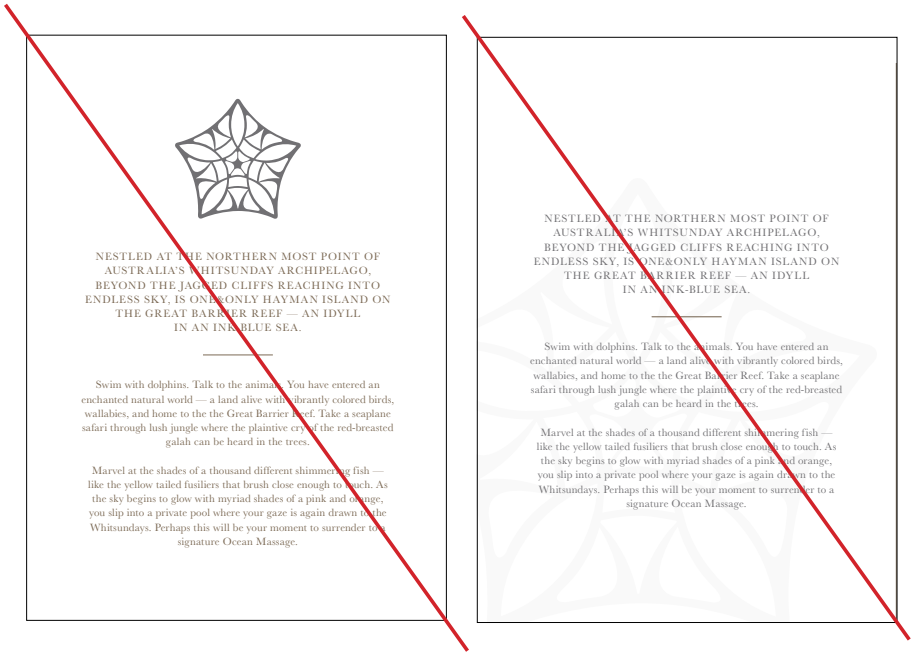
Incorrect Applications



1. The Resort Icon should not be used as a repeating pattern.



2. The Resort Icon should not be used as a large design element when used by itself or paired with the Brandmark.


NESTLED AT THE NORTHERN MOST POINT OF AUSTRALIA'S WHITSUNDAY ARCHIPELAGO, BEYOND THE JAGGED CLIFFS REACHING INTO ENDLESS SKY, IS ONE&ONLY HAYMAN ISLAND ON THE GREAT BARRIER REEF — AN IDYLL IN AN INK-BLUE SEA.
Swim with dolphins. Talk to the animals. You have entered an enchanted natural world — a land alive with vibrantly colored birds, wallabies, and home to the the Great Barrier Reef. Take a seaplane safari through lush jungle where the plaintive cry of the red-breasted galah can be heard in the trees.
Marvel at the shades of a thousand different shimmering fish — like the yellow tailed fusiliers that brush close enough to touch. As the sky begins to glow with myriad shades of a pink and orange, you slip into a private pool where your gaze is again drawn to the Whitsundays. Perhaps this will be your moment to surrender to a signature Ocean Massage.

3. The Resort Icon should not be used as a large design element.

BRAND AMPERSAND
Applications

The ampersand used within the *One&Only* Brandmark is a custom and proprietary mark, and should be used whenever *One&Only* is written. When the words *One&Only* appear in copy, they should always be set in italic to mimic the wordmark.

When copy is set in all caps, the ampersand within a resort name should always be set in italic.

The ampersand is unique to the *One&Only* Brandmark, and should not be over-used as a design element, as this would dilute its significance.

Recharge in serene private treatment rooms, surrounded by the lush greenery of *One&Only* Spa island.

WHERE GENTLE TRADEWINDS RIPPLE ACROSS THE BALMY AZURE WATERS OF THE CARIBBEAN SEA, LIES ONE&ONLY OCEAN CLUB.

TYPOGRAPHY

Baskerville OO

Baskerville OO is a custom type set created exclusively for *One&Only*, and should be used for all primary brand messaging. No other cut of Baskerville should be used in print materials.

The closest digital match to Baskerville OO that works across operating systems is Times New Roman. When this substitution is made, the ampersand should be used in Regular, not in Italic as prescribed on page 30, because the Times New Roman Italic ampersand does not match the custom brand ampersand.

BASKERVILLE OO ROMAN

A B C D E F G H I J K L M N O P Q R S T U V X Y Z

a b c d e f g h i j k l m n o p q r s t u v x y z

0 1 2 3 4 5 6 7 8 9 # $ % & ! ?

BASKERVILLE OO ITALIC

A B C D E F G H I J K L M N O P Q R S T U V X Y Z

a b c d e f g h i j k l m n o p q r s t u v x y z

0 1 2 3 4 5 6 7 8 9 # $ % & ! ?

Explore the remarkable and revive your spirits.

~~Explore the remarkable & revive your spirits.~~

1. The ampersand should only be used for One&Only messaging, and should be spelled out in all other copy.

Recharge in serene private treatment rooms, surrounded by the lush greenery of *One&Only* Spa island.

~~Recharge in serene private treatment rooms, surrounded by the lush greenery of One&Only Spa island.~~

2. One&Only should always be italicized, even when using Roman weight.

DIGITAL TYPEFACE REPLACEMENT

TIMES NEW ROMAN REGULAR

A B C D E F G H I J K L M N O P Q R S T U V X Y Z

a b c d e f g h i j k l m n o p q r s t u v x y z

0 1 2 3 4 5 6 7 8 9 # $ % & ! ?

TIMES NEW ROMAN ITALIC

A B C D E F G H I J K L M N O P Q R S T U V X Y Z

a b c d e f g h i j k l m n o p q r s t u v x y z

0 1 2 3 4 5 6 7 8 9 # $ % & ! ?

TYPOGRAPHY

Alright Sans

Alright Sans is a secondary typeface that can be used to create hierarchy, as section labels in body copy (Bold), for lines of small informational text (Regular), and in blocks of type where large amounts of text needs to be typeset legibly at a small size (Regular).

Alright Sans is always typeset in all caps. Numerals should be set to tabular lining for easy readability.

The closest digital match to Alright Sans that works across operating systems is Arial.

ALRIGHT SANS REGULAR

ABCDEFGHIJKLMNOPQRSTUVXYZ
0123456789 #$%&!?

ALRIGHT SANS BOLD

ABCDEFGHIJKLMNOPQRSTUVXYZ
0123456789 #$%&!?

ONE&ONLY AMENITIES

~~*ONE&ONLY* AMENITIES~~

~~One&Only Amenities~~

1. The custom Baskerville OO ampersand should always be used for branding purposes, even when set in Alright Sans.

2. Alright Sans should never be set in uppercase/lowercase.

DIGITAL TYPEFACE REPLACEMENT

ARIAL REGULAR

ABCDEFGHIJKLMNOPQRSTUVXYZ
0123456789 #$%&!?

ARIAL BOLD

ABCDEFGHIJKLMNOPQRSTUVXYZ
0123456789 #$%&!?

TYPOGRAPHY

Type Hierarchy

Overview

The brand typefaces and styles should be used to create a clear visual hierarchy within layouts. The various elements of type are shown together on the right to show how this hierarchy works together as a whole system. The following pages detail the specific elements of the type hierarchy.

1. HEADLINE/TITLE

2. INTRO: HIGH LEVEL

3. INTRO: BODY

4. INFORMATIONAL: HEADER

5. INFORMATIONAL: SUBHEADER

6. INFORMATIONAL: BODY

7. INFORMATIONAL: LIST

8. RATES/DETAILS INFORMATION

9. ASTERISK REFERENCE

10. TERMS & CONDITIONS / PRIVACY / LEGAL

Meetings, Incentives, Conferences and Events

ORIGINAL. INSPIRATIONAL. IMPORTANT. ENJOYABLE. ALLOW US TO HELP YOU PLAN YOUR NEXT MEETING, EVENT OR CONFERENCE. WITH PRECISION AND ORIGINALITY, WE CAN MAKE YOUR EVENTS UNFORGETTABLE.

Offering an environment conducive to business meetings and social gatherings of 10 to 450 guests, our Sales and Catering teams will support you in executing a successful and productive experience. Featuring a variety of venues such as the Entertainment Centre, Conference Center, Planters and The Boardroom.

AMENITIES

Savour
Indulge in the eclectic Reethi Restaurant or enjoy modern Japanese cuisine at Tapasake. Chill out on the beach with a Middle Eastern carpet picnic at Fanditha. Have Champagne at poolside Rah Bar. Enjoy the Chef's Garden, private dinner on a sandbank, or stay by your pool for an intimate dinner with family or friends.

Rejuvenate
Sink into pure sensation with a Thai massage over the sea, or breathe in richly fragrant spices of a warm oil treatment, under the expert care of therapists trained in ancient healing philosophies and modern sciences. Global Winner of Best Luxury Spa in 2013, and ranked in the top 20 'World's Best Spas' by Conde Nast Traveller.

AWARDS

Virgin Holidays Awards — 2013
Awarded Scott Le Roi as 'Personality of the Year'

Spafinder Wellness 365™ — 2013
Readers' Choice Country Award — 'Best Spa in The Maldives'

Condé Nast Traveler (US) — 2013
Reader's Choice Awards — #5 of Top 10 Resorts in the Middle East

TripAdvisor — 2013
Certificate of Excellence

ESSENTIAL WEDDING PACKAGE

- Wedding co-ordination service
- Ceremony location and setup
- Celebrant or religious representative fee
- Transportation to and from the ceremony in a Hayman buggy
- Toasting wine and orange juice
- Complimentary room upgrade for wedding couple
- French Champagne in couple's room on arrival

Ocean Massage

11. PHOTO CAPTION

PEDI:MANI:CURE STUDIO BY BASTIEN GONZALEZ

Bastien's Manicure
An outstanding cuticle and nail treatment, including a natural beauty finish to the nail, and a thorough massage of the forearms, wrists, hands and fingers.

45 MINUTES

PEDI:MANI:CURE STUDIO BY BASTIEN GONZALEZ IS SITUATED IN THE SPA

OPENING HOURS 9AM TO 6PM

*THE ABOVE RATES ARE INCLUSIVE FOR UP TO 8 GUESTS. AN ADDITIONAL $25 PER PERSON APPLIES TO WEDDINGS OF OVER 10 PEOPLE. COMPLIMENTARY ROOM UPGRADES ARE ONLY AVAILABLE FOR BOOKINGS IN THE POOL AND LAGOON ROOM CATEGORIES.

*THE ABOVE RATES ARE INCLUSIVE FOR UP TO 8 GUESTS. AN ADDITIONAL $25 PER PERSON APPLIES TO WEDDINGS OF OVER 10 PEOPLE. COMPLIMENTARY ROOM UPGRADES ARE ONLY AVAILABLE FOR BOOKINGS IN THE POOL AND LAGOON ROOM CATEGORIES.*THE ABOVE RATES ARE INCLUSIVE FOR UP TO 8 GUESTS. AN ADDITIONAL $40 PER PERSON APPLIES TO WEDDINGS OF OVER 10 PEOPLE. COMPLIMENTARY ROOM UPGRADES ARE ONLY AVAILABLE FOR BOOKINGS IN THE POOL AND LAGOON ROOM CATEGORIES. PLEASE NOTE ADDITIONAL CHARGES MAY APPLY DEPENDENT ON FLOWER SELECTION AND AVAILABILITY.

TYPOGRAPHY

Type Hierarchy

Headline/Title, Intro: High Level, Intro: Body

1. HEADLINE/TITLE
UPPER AND LOWERCASE: BASKERVILLE OO ITALIC
SET TO OPTICAL +20 TRACKING

32 POINTS LEADING

30 POINTS SIZE

Meetings, Incentives, Conferences and Events

18.43MM MINIMUM SPACE BETWEEN

2. INTRO: HIGH LEVEL
ALL CAPS: BASKERVILLE OO REGULAR
SET TO OPTICAL +75 TRACKING

14 POINTS SIZE

17 POINTS LEADING

NESTLED AT THE NORTHERN MOST POINT OF AUSTRALIA'S WHITSUNDAY ARCHIPELAGO, BEYOND THE JAGGED CLIFFS REACHING INTO ENDLESS SKY, IS ONE&ONLY HAYMAN ISLAND ON THE GREAT BARRIER REEF – AN IDYLL IN AN INK-BLUE SEA.

18.43MM MINIMUM SPACE BETWEEN

3. INTRO: BODY
UPPER AND LOWERCASE: BASKERVILLE OO REGULAR
SET TO OPTICAL +75 TRACKING

14 POINTS SIZE

17 POINTS LEADING

Swim. Dive. Explore the sea. You have entered an enchanted natural world on a private island – a land alive with vividly coloured birds, wallabies, and home to the Great Barrier Reef. Take a seaplane safari through lush jungle where the plaintive cry of the red-breasted galah can be heard in the trees.

TYPOGRAPHY

Type Hierarchy

Informational: Header, Informational: Subheader, Informational: Body, Informational: List

4. INFORMATIONAL: HEADER
ALL CAPS: ALRIGHT SANS BOLD
SET TO OPTICAL +50 TRACKING

5. INFORMATIONAL: SUBHEADER
UPPER AND LOWERCASE: BASKERVILLE OO ITALIC
SET TO OPTICAL +20 TRACKING

6. INFORMATIONAL: BODY
UPPER AND LOWERCASE: BASKERVILLE OO REGULAR
SET TO OPTICAL +15 TRACKING

9 POINTS SIZE
11 POINTS LEADING

13 POINTS SIZE
15 POINTS LEADING

11 POINTS SIZE

14 POINTS LEADING

AMENITIES

7MM SPACE BETWEEN

Savour

3.198MM SPACE BETWEEN

Indulge in the eclectic Reethi Restaurant or enjoy modern Japanese cuisine at Tapasake. Chill out on the beach with a Middle Eastern carpet picnic at Fanditha. Have Champagne at poolside Rah Bar. Enjoy the Chef's Garden, private dinner on a sandbank, or stay by your pool for an intimate dinner with family or friends.

6.17MM SPACE BETWEEN

Rejuvenate

Sink into pure sensation with a Thai massage over the sea, or breathe in richly fragrant spices of a warm oil treatment, under the expert care of therapists trained in ancient healing philosophies and modern sciences.

7. INFORMATIONAL: LIST
UPPER AND LOWERCASE: BASKERVILLE OO REGULAR
SET TO OPTICAL +15 TRACKING

1.6MM SPACE BETWEEN

11 POINTS SIZE

14 POINTS LEADING

ESSENTIAL WEDDING PACKAGE

7MM SPACE BETWEEN

- Wedding co-ordination service
- Ceremony location and setup
- Celebrant or religious representative fee
- Transportation to and from the ceremony in a Hayman buggy
- Toasting wine and orange juice

3.7MM SPACE BETWEEN

- Complimentary room upgrade for wedding couple
- French Champagne in couple's room on arrival

TYPOGRAPHY

Type Hierarchy

Rates/Details Information, Asterisk Reference, Terms & Conditions / Privacy / Legal / Photo Caption

PEDI:MANI:CURE STUDIO
BY BASTIEN GONZALEZ

Bastien's Manicure

An outstanding cuticle and nail treatment, including a natural beauty finish to the nail, and a thorough massage of the forearms, wrists, hands and fingers.

8. RATES/DETAILS INFORMATION
ALL CAPS: ALRIGHT SANS REGULAR
SET TO OPTICAL +50 TRACKING

11 POINTS SIZE
14 POINTS LEADING
3.2MM SPACE BETWEEN

45 MINUTES

PEDI:MANI:CURE STUDIO BY BASTIEN GONZALEZ IS SITUATED IN THE SPA

OPENING HOURS 9AM TO 6PM

9. ASTERISK REFERENCE
ALL CAPS: ALRIGHT SANS REGULAR
SET TO OPTICAL +50 TRACKING

7 POINTS SIZE
10 POINTS LEADING

*THE ABOVE RATES ARE INCLUSIVE FOR UP TO 8 GUESTS. AN ADDITIONAL $25 PER PERSON APPLIES TO WEDDINGS OF OVER 10 PEOPLE. COMPLIMENTARY ROOM UPGRADES ARE ONLY AVAILABLE FOR BOOKINGS IN THE POOL AND LAGOON ROOM CATEGORIES.

10. TERMS & CONDITIONS / PRIVACY / LEGAL
ALL CAPS: ALRIGHT SANS REGULAR
SET TO OPTICAL +50 TRACKING

5 POINTS SIZE
8 POINTS LEADING

*THE ABOVE RATES ARE INCLUSIVE FOR UP TO 8 GUESTS. AN ADDITIONAL $25 PER PERSON APPLIES TO WEDDINGS OF OVER 10 PEOPLE. COMPLIMENTARY ROOM UPGRADES ARE ONLY AVAILABLE FOR BOOKINGS IN THE POOL AND LAGOON ROOM CATEGORIES.

11. PHOTO CAPTION
UPPER AND LOWERCASE: BASKERVILLE OO REGULAR
SET TO OPTICAL +15 TRACKING

8 POINTS SIZE

Ocean Massage

COLOUR PALETTE

Brand Colours

The primary colour palette of *One&Only* is meant to convey elegance and exclusivity, which are focal points of the brand. This is achieved through the use of classic, cool colours.

The primary palette is made up of Cool Gray 11 used for copy. The neutral tones (such as Pantone® Cool Gray 1 and Pantone® White) work well for backgrounds and full-page colours.

Silver foil should be applied to the Brandmark and Resort Icons for print when possible. The minimum width of Brandmark when foil should be applied is 38.1 mm (1.5 in). When too small or collateral doesn't warrant foil, Cool Gray 11 should be used.

In some advertising and digital circumstances (website, EDM, etc.), Black can be applied to the copy. In other advertising and digital circumstances, Black can be used as a background colour, in which case the copy would be reversed out in White.

	FOUR COLOUR PROCESS	RGB	HTML	DIGITAL COLOUR REPLACEMENTS
Pantone® White C / Pantone® White U	**C** 0 **M** 0 **Y** 0 **K** 0	**R** 0 **G** 0 **B** 0	FFFFFF	
Pantone® Cool Gray 1 C / Pantone® Cool Gray 1 U	**C** 0 **M** 0 **Y** 0 **K** 6	**R** 239 **G** 239 **B** 240	EEEFEF	**R** 239 **G** 236 **B** 237
Pantone® Cool Gray 11 C / Pantone® Cool Gray 11 U	**C** 0 **M** 2 **Y** 0 **K** 72	**R** 113 **G** 112 **B** 115	695E4A	**R** 90 **G** 86 **B** 90
KURZ Foil 377	N/A	N/A	N/A	

COLOUR FLEXIBILITY

Colour for all reproduction methods including printing, vinyl, paint, fabrics, embroidery, cotton, plastic, etc., must be matched as closely as possible to Pantone® coated colours prior to printing or production.

All digital media (TV, Powerpoint®, projection, etc.) should use the RGB values as a guide only. Visually match all digital imagery to Pantone® coated colours where possible.

Proofing or testing is highly recommended to ensure that colour reproduction of any communications piece meets the standards set out in this Resort Style Guide.

COLOUR PALETTE

Resort Colours

Each of the *One&Only* resorts has its own colour to add individuality. The resort colour should be used in moderation. An accent is appropriate, a full-bleed page is not.

COLOUR FLEXIBILITY

Colour for all reproduction methods including printing, vinyl, paint, fabrics, embroidery, cotton, plastic, etc., must be matched as closely as possible to Pantone® coated colours prior to printing or production.

All digital media (TV, Powerpoint®, projection, etc.) should use the RGB values as a guide only. Visually match all digital imagery to Pantone® coated colours where possible.

Proofing or testing is highly recommended to ensure that colour reproduction of any communications piece meets the standards set out in this Resort Style Guide.

	FOUR COLOUR PROCESS	RGB	HTML	DIGITAL COLOUR REPLACEMENTS
Pantone® 572 C / Pantone® 572 U	**C** 23 **M** 0 **Y** 14 **K** 0	**R** 195 **G** 229 **B** 222	C2E5DE	**R** 170 **G** 220 **B** 211

Note: When printing on off-white paper, be sure printed colour matches PMS 572 exactly.

COLOUR PALETTE

Correct and Incorrect Applications

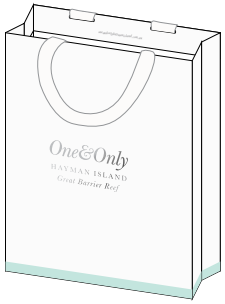
The application of both brand and resort specific colours should be carefully considered across all materials, including print collateral, packaging and resort service items.

PRINT COLLATERAL

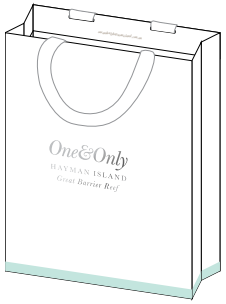
Whenever possible, collateral should be printed on Mohawk Superfine White paper, which is slightly off-white or bone in colour. If this paper is not available, a similar slightly off-white or bone replacement can be used. Care should be taken to not choose a replacement that strays too far away from off-white/ bone, where it starts to look yellow or peach in colour.

RESORT COLOUR

The resort colour should be used in moderation. An accent is appropriate, a full-bleed area is not. The exact Pantone colour or its CMYK or RGB equivalents should be used. Close matches should not be attempted, as this will lead to inconsistency and visual clutter.

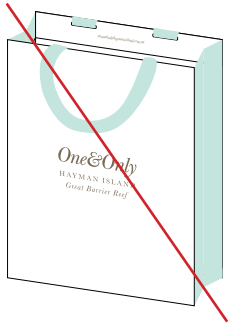


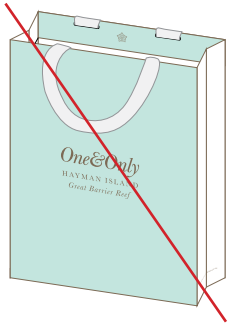
Use off-white paper when available.

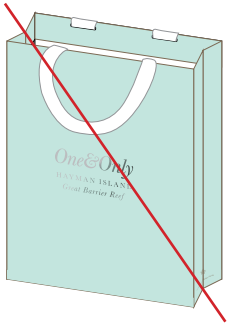


White paper is OK.

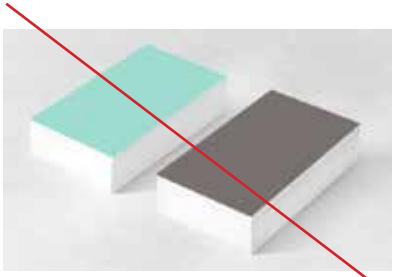
When unsure about resort colour, use the solid Cool Gray 1. If Cool Gray 1 handles are not available, use white as shown.







Resort colour should not be used as a full bleed, or in too many places on one piece.



Resort colour and dark gray should be used as an accent (like an edge paint or stripe along edge), but not as a full bleed colour.

COLOUR PALETTE

Correct and Incorrect Applications

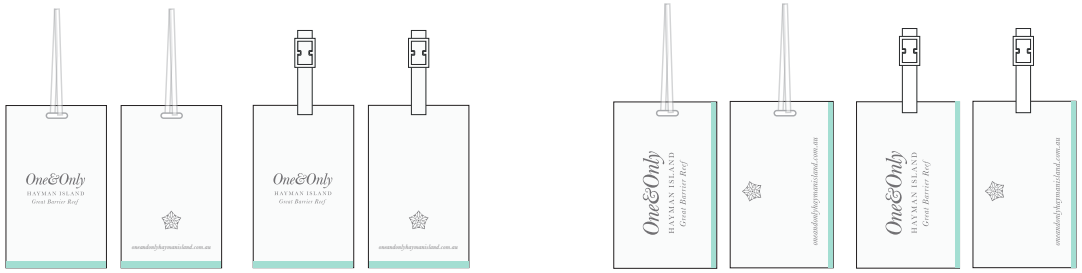
The application of both brand and resort specific colours should be carefully considered across all materials, including print collateral, packaging and resort service items.

PACKAGING AND RESORT SERVICE ITEMS

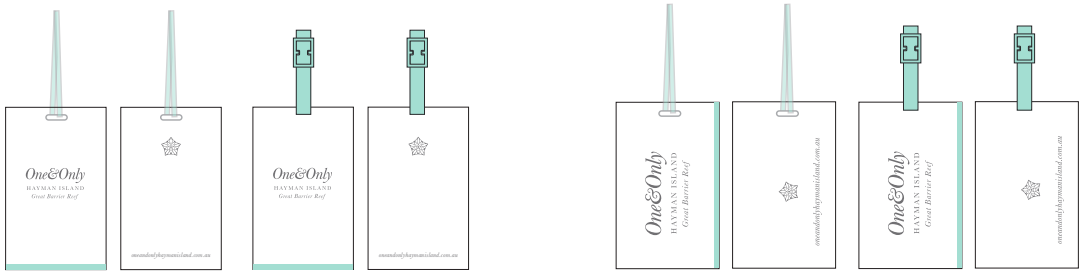
Whenever possible, the overall/background colour should be the light gray colour, Cool Gray 1 (or its CMYK equivalent – see page 36). If this colour is not available, then a similar off-white or natural tone should be used. If this is also not available, then White can be used. Whenever possible, the logo and any type should appear in the dark gray colour, Cool Gray 11 (or its CMYK equivalent – see page 37). If this colour is not available, then Black can be used.

RESORT COLOUR

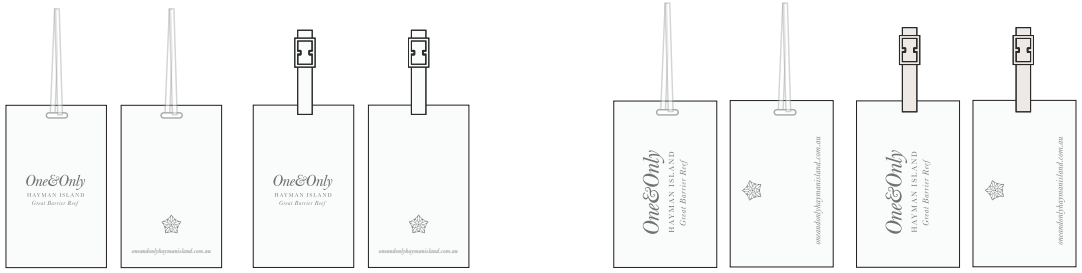
Each of the *One&Only* resorts has its own colour to add individuality to resort collateral and packaging. The resort colour should be used in moderation. An accent is appropriate, a full-bleed area is not. The exact Pantone colour or its CMYK or RGB equivalents should be used. Close matches should not be attempted, as this will lead to inconsistency and visual clutter.



Whenever possible, packaging should use Cool Gray 1 as base colour, and resort colour as accent colour.



White can also be used as base colour, and resort colour can vary in application, as long as it is an accent and not over-used.



When unsure about application of resort colour, it is best to err on the side of using solid Cool Gray 1.

COLOUR PALETTE

Correct and Incorrect Applications

The application of both brand and resort specific colours should be carefully considered across all materials, including print collateral, packaging and resort service items.

PACKAGING AND RESORT SERVICE ITEMS

Whenever possible, the overall/background colour should be the light gray colour, Cool Gray 1 (or its CMYK equivalent – see page 36). If this colour is not available, then a similar off-white or natural tone should be used. If this is also not available, then White can be used. Whenever possible, the logo and any type should appear in the dark gray colour, Cool Gray 11 (or its CMYK equivalent – see page 37). If this colour is not available, then Black can be used.

RESORT COLOUR

Each of the *One&Only* resorts has its own colour to add individuality to resort collateral and packaging. The resort colour should be used in moderation. An accent is appropriate, a full-bleed area is not. The exact Pantone colour or its CMYK or RGB equivalents should be used. Close matches should not be attempted, as this will lead to inconsistency and visual clutter.

3

PHOTOGRAPHY

PHOTOGRAPHY

Overview

The photography depicts stories and experiences that are unique to *One&Only* to create a narrative and to prompt conversations of the unexpected. Generic images that could be replicated at any prestige-level hotel or restaurant should be avoided. *One&Only* stands alone in its ability to deliver unrivalled experiences for their customers. Our guests choose *One&Only* because of the unique, individual character of each location, which is precisely what the photography reflects. There are two levels of photography: Campaign and Resort. Photography is fundamental to the *One&Only* brand look and feel. Capturing the spectacular locations, vividness and visual wonder of the resorts is vital for our photographic image palette.

The amazing natural world has been interpreted and contrasted with imagery that mirrors sensory and experiential *One&Only* signature 'moments.' The identity system has two types of photographic themes: Hero Moments and Resort Imagery. Each theme has a specific purpose in conveying mood to our audience.

PHOTOGRAPHY

Themes

Establishing Imagery

Long shots create a clear and specific sense of place. Guests will experience the resort in this manner – from the outside, in. Additionally, it serves as a reminder that the resorts focus on their individual local cultures.

PHOTOGRAPHY

Themes

Resort Imagery

Feature beautifully composed shots of the resorts and their natural settings. Shot in vivid colour, these photographs highlight the architectural and natural beauty of *One&Only* resorts, grounds, and amenities. The photographic style is redolent of rich and lavish detail.

PHOTOGRAPHY

Themes

Lavish Interiors

Photos of the room interiors reflect the grandeur of design. Each resort has a specific look and feel, capturing unique details gives each resort its own visual aesthetic.

PHOTOGRAPHY

Themes

Pools and Beaches

One&Only beaches are a crucial deciding factor in location choice for *One&Only* guests. Every *One&Only* resort is set on a waterfront, so it is essential to capture the most breathtaking and unique aspects of that specific waterfront. Beaches are a central focus of our guests' stays and are the setting for the majority of activities, including: fitness, water sports, spa treatments, and dining. No less important is the astounding array of one-of-a-kind pools. Each image must evoke a range of sensory experiences.

PHOTOGRAPHY

Themes

Architectural Elements

Each resort was designed with a keen eye on local culture and style. The important details lend individuality and a distinct sense of place to each resort.

PHOTOGRAPHY

Themes

Hero Moments

Iconic shots define the spirit as well as location. Each shot features unique architecture, natural or manmade elements, or a place of rare natural beauty that heightens the experience of that resort. Contrast the wonders of the natural world with the rare perceptions and memories of each resort visit. Either colour or black and white images are suitable as long as they capture the appropriate moment.

PHOTOGRAPHY

Themes

Campaign Imagery

Campaign images were created for use in advertising and throughout the collateral. Shot in black and white, they reflect emotion and mood, whilst depicting various hero moments of a guest alone and with her family.

Christy Turlington is the hero for the campaign images. The iconic supermodel is highly recognizable. Her beauty and grace represent the *One&Only* brand exceptionally well.

4

TONE OF VOICE

TONE OF VOICE

Overview

A sensory experience filters every aspect of guest interaction at *One&Only*. The senses are more powerful and accurate than mere memory; they imprint themselves indelibly and deeply on the psyche. *One&Only* consciously curates an opportunity for guests through sensory experience.

It's a look, a sound, a scent, a gustatory revelation of flavours, or a very specific texture felt as if for the first time.

Words have the power to shape ideas, experiences, thoughts and emotions. *One&Only* uses the language of sensory experience to create conversations with our guests.

TONE OF VOICE

Language

The senses have a memory language all their own: more exact, more unique and more profound. This is language that draws on the vocabulary of the body and soul.

PLACE – Discover the remarkable and revive your spirits.

INDULGENCE – Awaken curiosity and reward the senses.

SERENITY – Rekindle old dreams and take time to make new ones.

DEVOTION – A spirit of warmth and dedication expressed in every gesture.

CONNECTION – Time together will always remain the greatest luxury.

TONE OF VOICE

Language

Place

PLACE

Visual perception is merely one way to think of it. The scenic beauty of each *One&Only* resort, as well as each location, is so highly individualized that it is accurate to say there is nothing else like it, nor will any guest's experience be like any other's.

Conversation Starters

Temperate azure waters are perfect to recharge and relax.

Guests

Wade into serenity. Recharge and relax in temperate azure waters while reflecting on its specific shade of blue.

Travel Agents

Your clients will discover beaches of such rare natural beauty their expectations will be forever changed.

Third Parties

One&Only offers an environment of astounding rare natural beauty.

Internal

Our guests can experience sublime natural beauty in which to recharge and relax. Help them experience it.

TONE OF VOICE

Language

Indulgence

INDULGENCE

Create moments that evoke recollections through taste, aroma and location for unforgettable experiences. Use a tone of voice redolent of flavour and aroma across all communication channels to a range of audiences.

Conversation Starters

Cuisine that feeds the soul. Every facet of the dining experience is certain to be like no other, from the locale to the menu.

Guests

You'll be consumed by cuisine that feeds the soul. Every facet of the dining experience is certain to be like no other, from the locale to the menu.

Travel Agents

For your clients who wish to enjoy cuisine that feeds the soul. Every facet of the dining experience is guaranteed to be like no other.

Third Parties

We ensure our cuisine feeds the soul. Every facet of the *One&Only* dining experience is guaranteed to be like no other.

Internal

Our guests crave cuisine that feeds the soul. Let them know we nourish their culinary desires.

TONE OF VOICE

Language

Serenity

SERENITY

Create a tranquil and evocative manner in which to communicate the tone of serenity.

Conversation Starters

The absence of sound is tranquility punctuated by the voice of nature – lapping waves, island breezes, and the intermittent call of far-away native birds.

Guests

Relax in the absence of sound, the tranquility punctuated only by the voice of nature – lapping waves, island breezes, and the intermittent call of far-away native birds.

Travel Agents

For your clients that wish to relax in an atmosphere of tranquility, we've created a place to retreat in natural peace and quiet.

Third Parties

For your clients who desire tranquility, *One&Only* delivers a natural haven of peace.

Internal

Our guests choose us because silence speaks volumes. How will you preserve their serenity?

TONE OF VOICE

Language

Devotion

DEVOTION

Impeccable, discreet service and attention to even the smallest detail. Equal parts intuition and experience, it reflects a true understanding of guests' needs and the utmost decorum. Use this tone of voice across all channels of communication to a range of audiences.

Conversation Starters

We know it's the little things that make the biggest difference in transforming a guest's stay. It is what turns a vacation into a cherished memory that lasts a lifetime.

Guests

Daily routines, favourite meals, remembering your first name, and creating unique sensory moments. These little things make the biggest difference and transform your trip into the unforgettable experience of a lifetime.

Travel Agents

Your most discerning clients will agree that these little things, these small gestures make every stay at a One&Only resort a truly unforgettable experience.

Third Parties

Your most discerning clients will find it's little things that make their stay unforgettable. Your collection is not complete without the sensory experience of a *One&Only* stay.

Internal

You can ensure your guests have an unforgettable, once-in-a-lifetime experience by remembering the little touches. Devotion reflects the spirit of warmth and dedication expressed in every gesture.

TONE OF VOICE

Language

Connection

CONNECTION

We create unparalleled surroundings that reveal undiscovered sensations for guests' exploration. Employ a tone of voice that conveys physical and visual pleasure across all communication channels to a range of audiences.

Conversation Starters

Each room is designed to instantly relax the body and delight the eye for a sensory pleasure that's tactile as well as emotional.

Guests

Revel in rooms that instantly relax the body and delight the eye for a feeling that is both tactile and emotional in pleasure.

Travel Agents

An environment designed to instantly relax the body and delight the eye offers your clients tactile and emotional pleasure.

Third Parties

Even your most discerning clients will instantly relax and find delight. The *One&Only* experience is an exercise in sensory pleasure.

Internal

Our guests will revel in rooms designed to instantly relax the body and delight the eye; the feeling is both tactile and emotional in pleasure.

5

COLLATERAL

COLLATERAL

Stationery

LETTERHEAD

PRINT SPECIFICATION

Size – 210mm x 297mm
Stock – Mohawk Superfine White Smooth
Weight – 148gsm/100# Text
Colour – Front - 2 spot colours + foil stamp
Kurz 377 silver foil, PMS Cool Gray 11 U, PMS 572 U

BUSINESS CARD

PRINT SPECIFICATION

Size – 85mm x 55mm
Stock – Mohawk Superfine White Smooth
Weight – Double mounted 352gsm/
130# Cover (704gsm/230# Cover total)
Colour – Front - Kurz 377 silver foil, PMS Cool Gray 11 U,
PMS 572 U
Back - Kurz 377 silver foil, PMS 572 U

ENVELOPE

PRINT SPECIFICATION

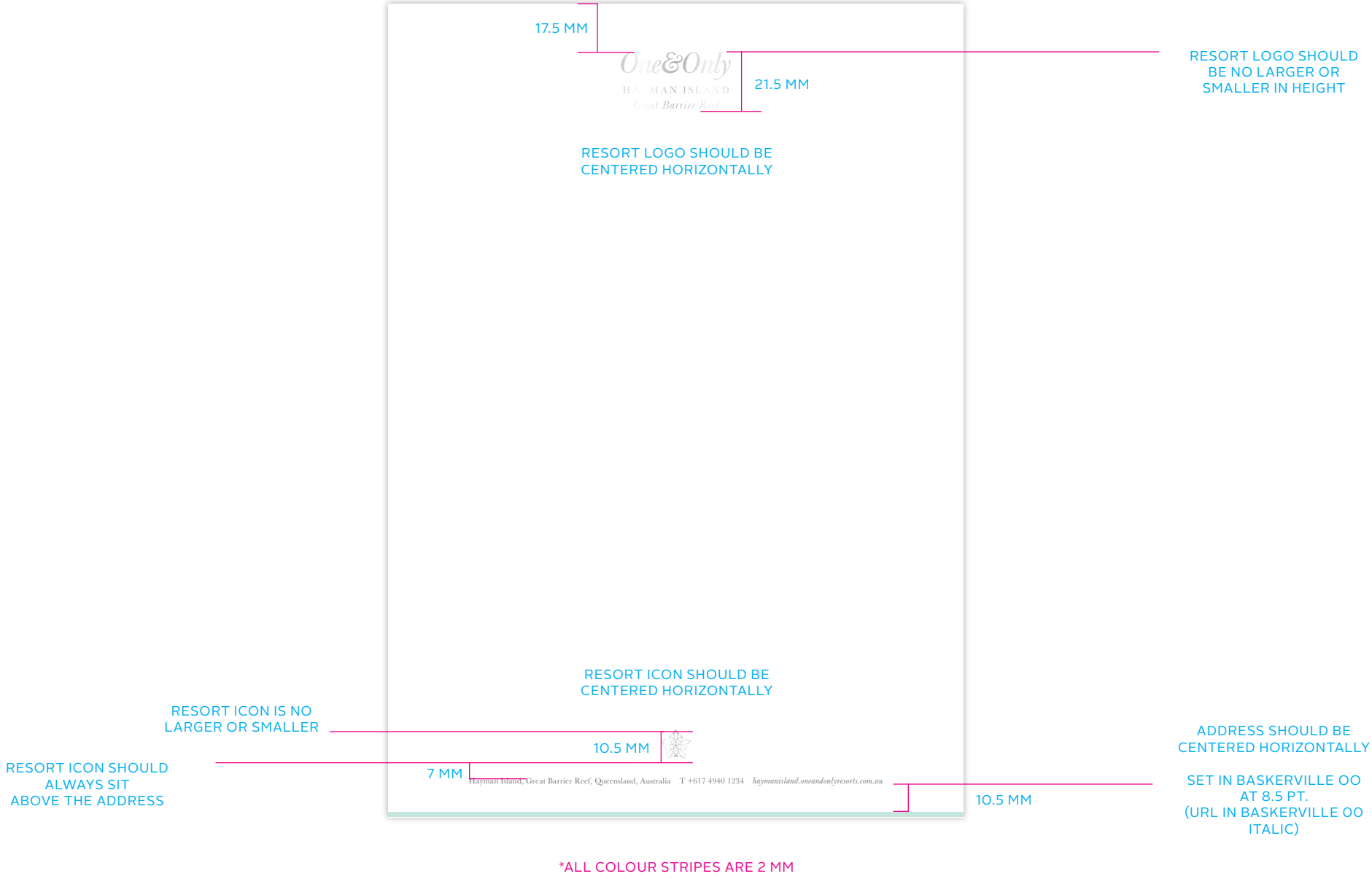
Size – 324mm x 229mm
Stock – Mohawk Superfine White Smooth
Weight – 148gms/100# Text
Colour – Front - Kurz 377 foil stamp,
Back - Kurz 377 silver foil, PMS Cool Gray 11 U, PMS 572 U

One&Only
HAYMAN ISLAND
Great Barrier Reef
Hayman Island, Great Barrier Reef, Queensland, Australia
Hayman Island, Great Barrier Reef, Queensland, Australia T +617 4940 1234 haymanisland.oneandonlyresorts.com.au
ROSALYN SAYSWANG
ASSOCIATE DIRECTOR, MARKETING
R.Sayswang@oneandonlyhaymanisland.com
T +61 7 4940 1234 Hayman Island
M +61 417 939 361 Great Barrier Reef, Queensland
D +61 7 4940 1235 Australia 4801
oneandonlyhaymanisland.com.au
ROSALYN SAYSWANG
数字销售经理
R.Sayswang@oneandonlyhaymanisland.com
电 +61 7 4940 1234 Hayman Island
手 +61 417 939 361 Great Barrier Reef, Queensland
办 +61 7 4940 1235 Australia 4801
oneandonlyhaymanisland.com.au

COLLATERAL

Stationery

Letterhead (Specs)

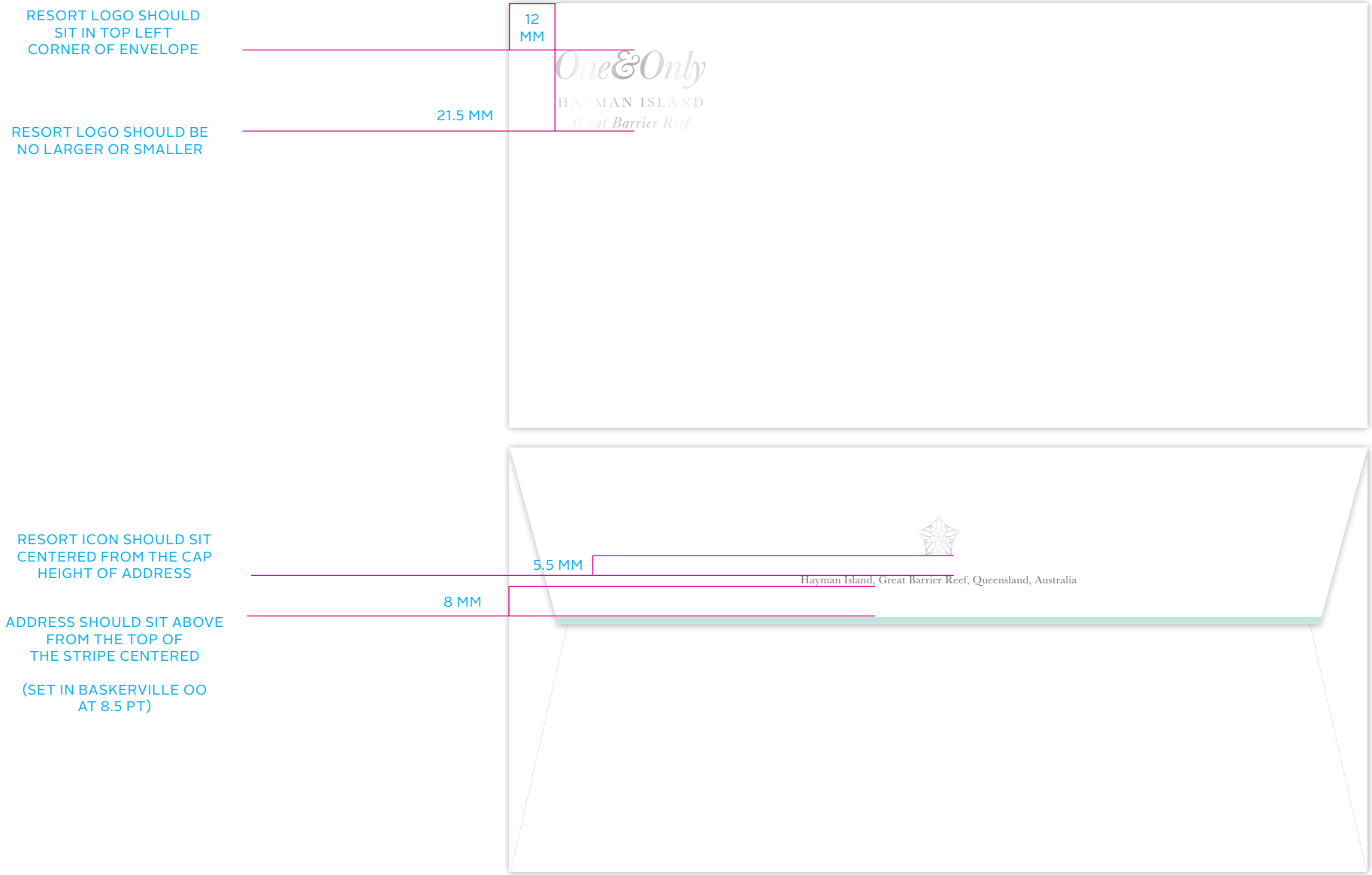

17.5 MM
21.5 MM
RESORT LOGO SHOULD BE NO LARGER OR SMALLER IN HEIGHT
RESORT LOGO SHOULD BE CENTERED HORIZONTALLY
RESORT ICON SHOULD BE CENTERED HORIZONTALLY
RESORT ICON IS NO LARGER OR SMALLER
10.5 MM
RESORT ICON SHOULD ALWAYS SIT ABOVE THE ADDRESS
7 MM
Hayman Island, Great Barrier Reef, Queensland, Australia T +617 4940 1234 haymanisland.oneandonlyresorts.com.au
10.5 MM
ADDRESS SHOULD BE CENTERED HORIZONTALLY
SET IN BASKERVILLE OO AT 8.5 PT. (URL IN BASKERVILLE OO ITALIC)

*ALL COLOUR STRIPES ARE 2 MM

COLLATERAL

Stationery

Letterhead Envelope (Specs)

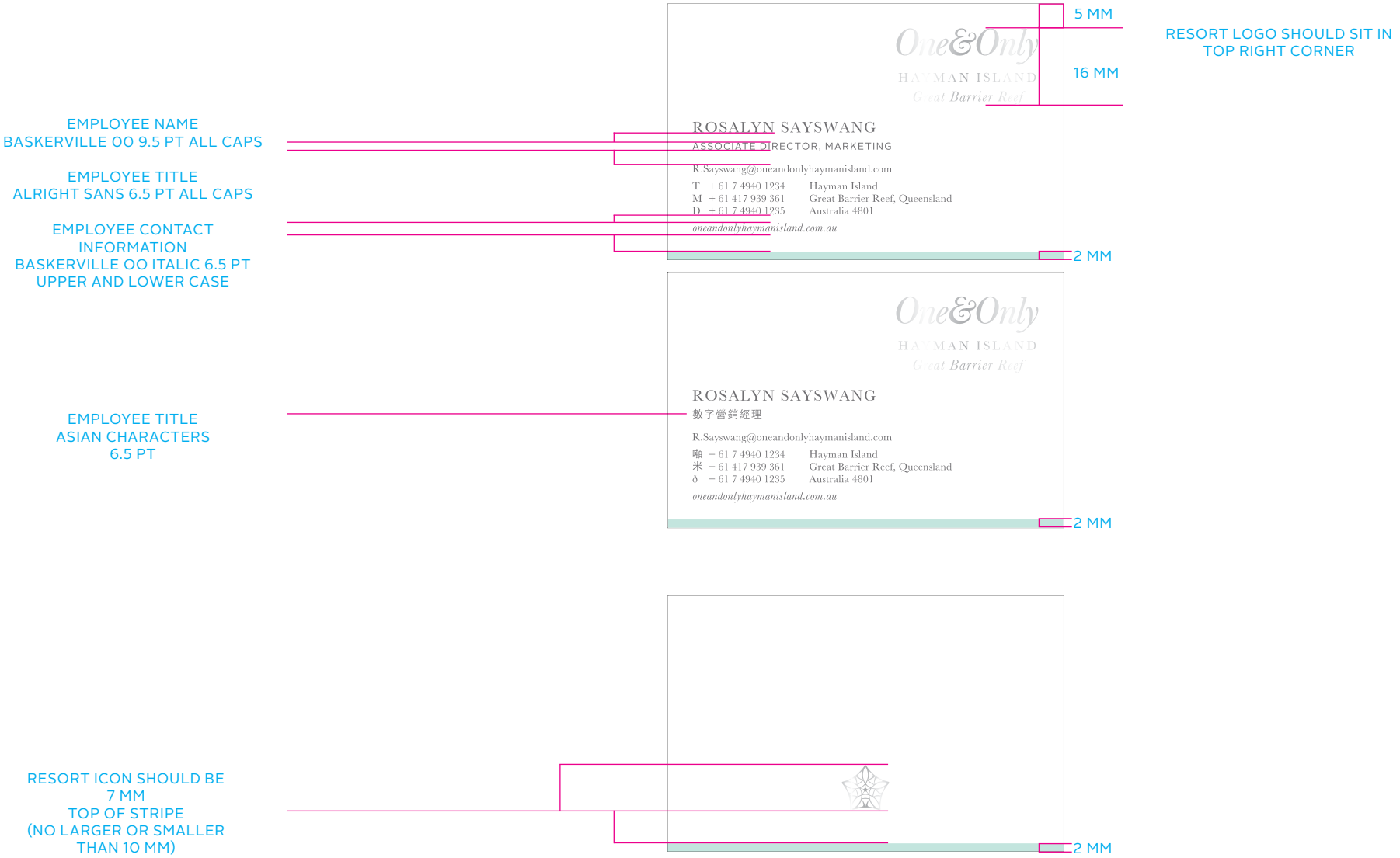

RESORT LOGO SHOULD SIT IN TOP LEFT CORNER OF ENVELOPE
12 MM
21.5 MM
RESORT LOGO SHOULD BE NO LARGER OR SMALLER
One&Only
HAYMAN ISLAND
Great Barrier Reef
RESORT ICON SHOULD SIT CENTERED FROM THE CAP HEIGHT OF ADDRESS
5.5 MM
8 MM
ADDRESS SHOULD SIT ABOVE FROM THE TOP OF THE STRIPE CENTERED
(SET IN BASKERVILLE OO AT 8.5 PT)
Hayman Island, Great Barrier Reef, Queensland, Australia

*ALL COLOUR STRIPES ARE 2 MM

COLLATERAL

Stationery

Business Card (Specs)



COLLATERAL

Stationery

Notecard and Notecard Envelope

NOTECARD

PRINT SPECIFICATION

Size – 210mm x 148mm
Stock – Mohawk Superfine White Smooth
Weight – Double mounted 352gsm (704gsm total)
Colour – Front - Kurz 377 silver foil and PMS 572 U,
Back - PMS 572 U and PMS Cool Gray 11 U

NOTECARD ENVELOPE

PRINT SPECIFICATION

Size – 229mm x 162mm
Stock – Mohawk Superfine White Smooth
Weight – 148gsm
Colour – Front - Kurz 377 silver foil,
Back - Kurz 377 silver foil, PMS 572 U, PMS Cool Gray 11 U

COLLATERAL

Stationery

Notecard (Specs)

RESORT LOGO SHOULD BE
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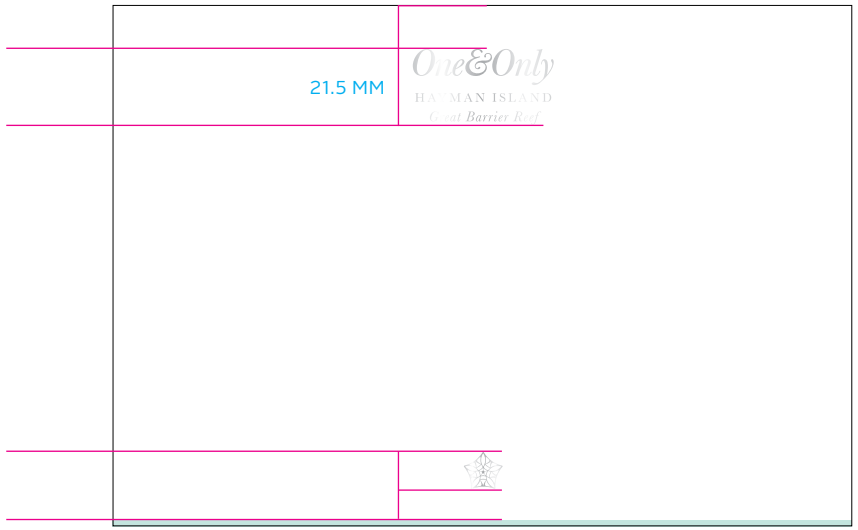
FROM TOP
(CENTERED, NO LARGER
OR SMALLER THAN 21.5 MM
IN HEIGHT.)



RESORT ICON SHOULD BE
8.5 MM
FROM TOP OF STRIPE
(NO LARGER OR SMALLER THAN
10.5 MM IN HEIGHT.)

WEBSITE LOCKUP SHOULD BE
9.5 PT
BASKERVILLE OO ITALIC
WEBSITE SHOULD SIT 8 MM
FROM TOP OF STRIPE

*ALL COLOUR STRIPES ARE 2 MM

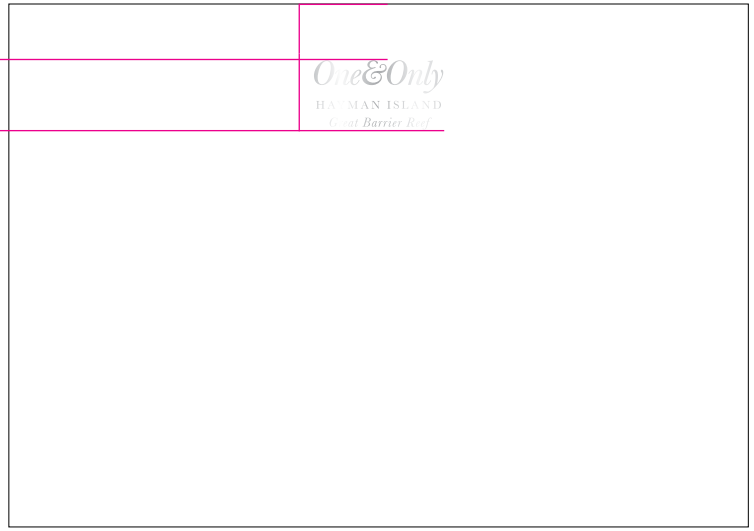
COLLATERAL

Stationery

Notecard Envelope (Specs)

RESORT LOGO SHOULD BE
17.5 MM
FROM TOP OF ENVELOPE

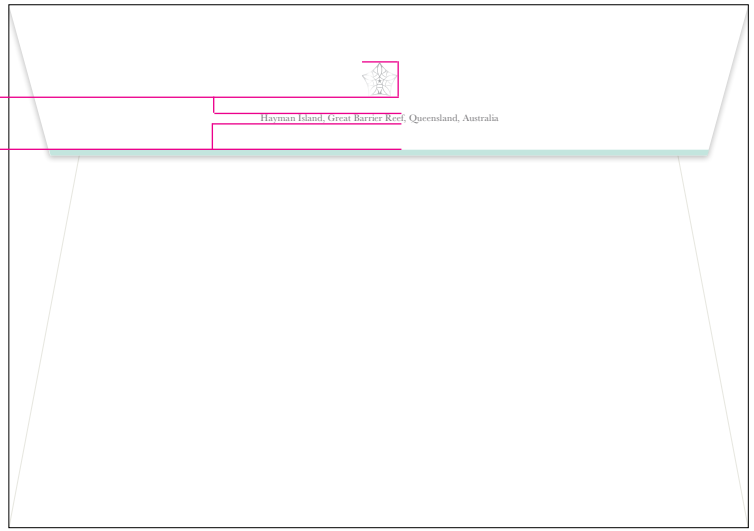
(NO LARGER OR SMALLER THAN
21.5 MM IN HEIGHT.)



RESORT ICON SHOULD BE
18 MM
FROM TOP OF ENVELOPE

(NO LARGER OR SMALLER THAN
10.5 MM IN HEIGHT.)

ADDRESS SHOULD BE SET IN
BASKERVILLE OO AT 8.5 PT
AND 8 MM FROM
THE TOP OF THE STRIPE



*ALL COLOUR STRIPES ARE 2 MM

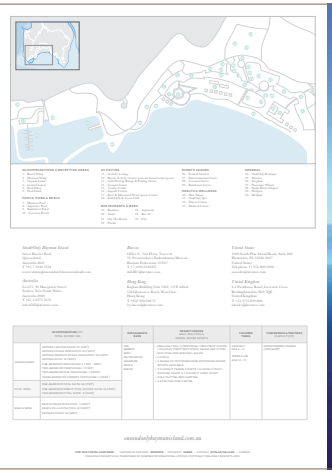
COLLATERAL

Fact Sheet

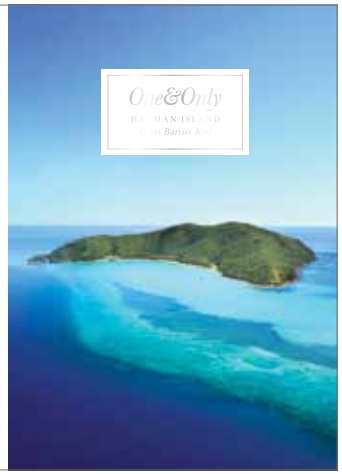
OVERVIEW

Offers guest, travel agents and sales managers a comprehensive yet condensed overview of the resort and its amenities.

— C



— B

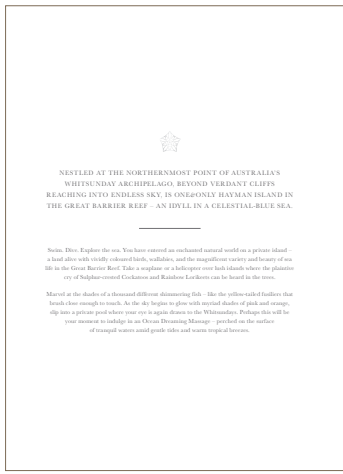


— A

Opening/cover image of the tri-fold brochure is an establishing shot or lobby shot of the resort (A). Full colour.

Back image (B) is a map to show the resort location and contact details.

Image (C) is what is first seen when the tri-fold is opened. Striking black and white 'Hero Moments' imagery here.

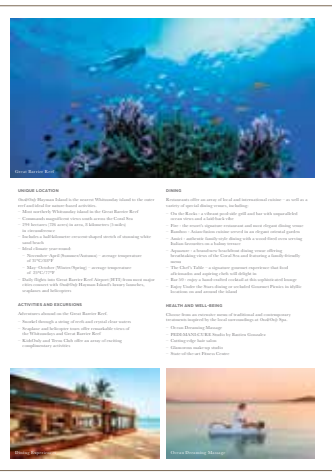


NESTLED AT THE NORTHERNMOST POINT OF AUSTRALIA'S WHITSUNDAY ARCHIPELAGO, BEYOND VERDANT CLIFFS REACHING INTO ENDLESS SKY, IS ONE&ONLY HAYMAN ISLAND IN THE GREAT BARRIER REEF – AN IDYLL IN A CELESTIAL-BLUE SEA.

Swim. Dive. Explore the sea. You have entered an enchanted natural world on a private island – a land alive with vividly coloured birds, wallabies, and the magnificent variety and beauty of sea life in the Great Barrier Reef. Take a seaplane or a helicopter over lush islands where the plaintive cry of Sulphur-crested Cockatoos and Rainbow Lorikeets can be heard in the trees.

Marvel at the shades of a thousand different shimmering fish – like the yellow-tailed fusiliers that brush close enough to touch. As the sky begins to glow with mystical shades of pink and orange, slip into a private pool where your eye is again drawn to the Whitsundays. Perhaps this will be your moment to indulge in an Ocean Dreaming Massage – perched on the surface of tranquil waters amid gentle tides and warm tropical breezes.

— D



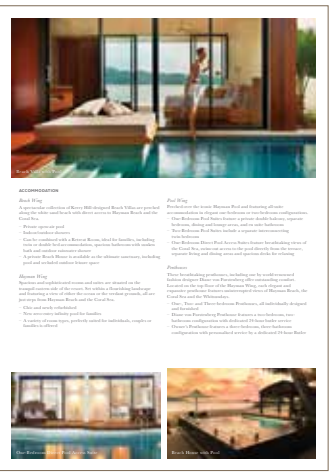
UNIQUE LOCATION

DINING

ACTIVITIES AND EXCURSIONS

HEALTH AND WELL-BEING

— E



ACCOMMODATION

— F

Inside the brochure, the first page (D) is all text, introducing the resort and its Icon.

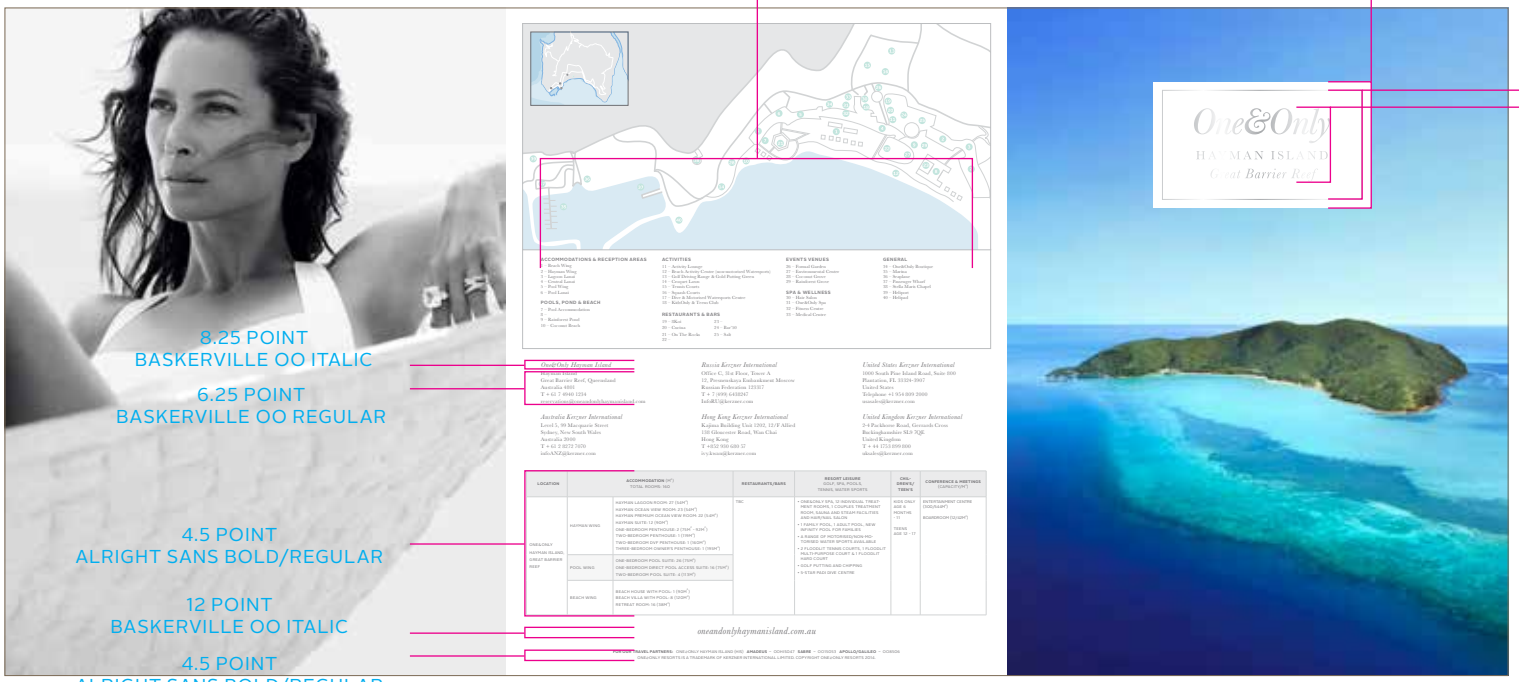
On the center (E) and far right page (F), imagery is broken up by a central bar of text.

Text and images on page (E) relate to the resort facilities. Outdoor images are most appropriate here. One large image above the text bar, then two images below. Include one colour experiential 'Hero Moments' image here.

On page (F), the same system applies but all photographs should relate to resort accommodation. Outdoor shot above the text bar, detail shots below (bedroom, bathroom, private pool).

COLLATERAL

Fact Sheet (Specs)



COLLATERAL

Fact Sheet (Specs)

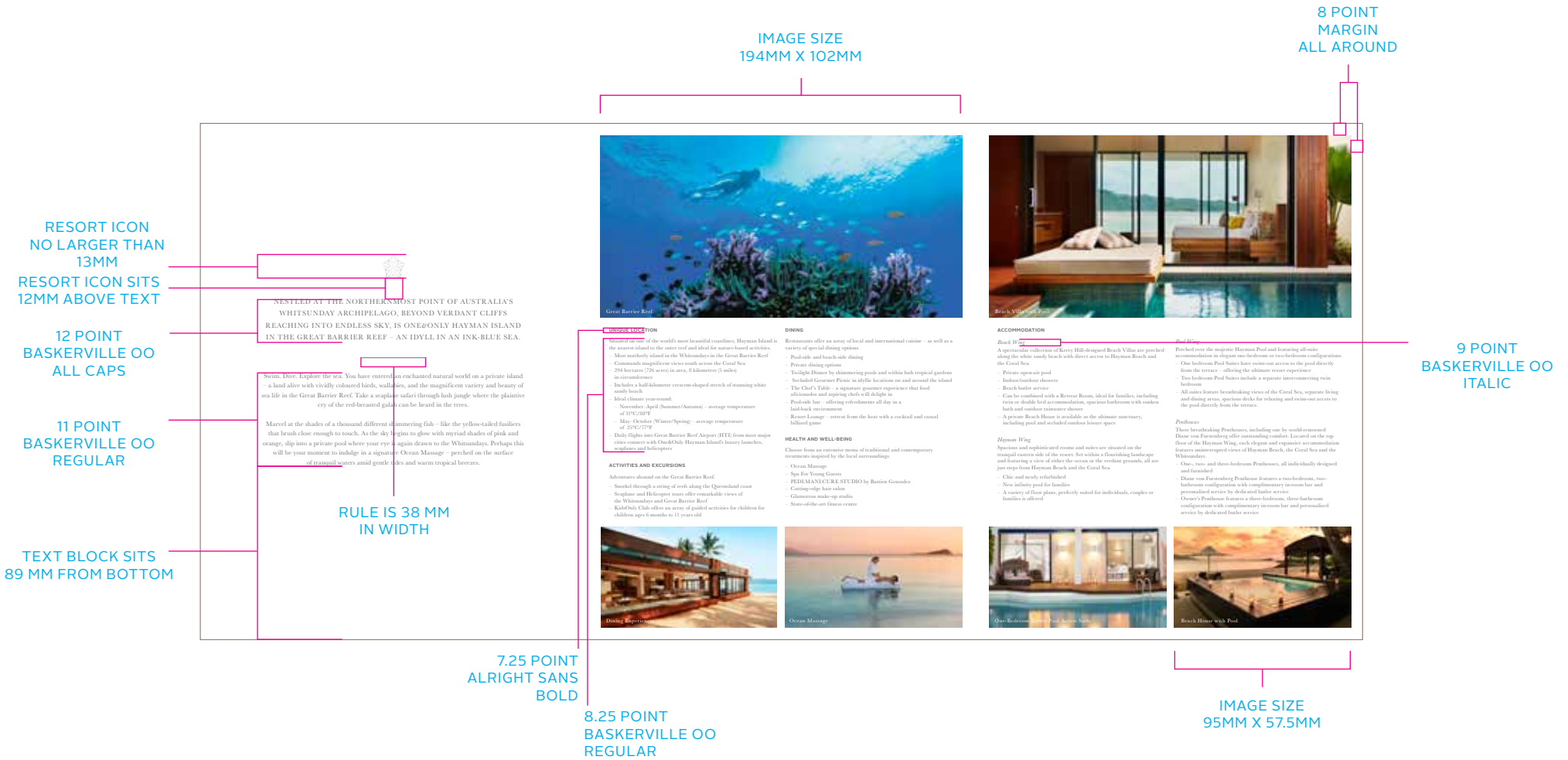


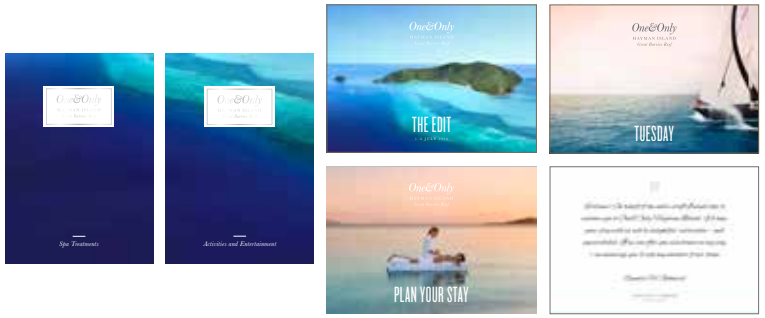
IMAGE SIZE
194MM X 102MM
8 POINT
MARGIN
ALL AROUND
RESORT ICON
NO LARGER THAN
13MM
RESORT ICON SITS
12MM ABOVE TEXT
12 POINT
BASKERVILLE OO
ALL CAPS
11 POINT
BASKERVILLE OO
REGULAR
RULE IS 38 MM
IN WIDTH
TEXT BLOCK SITS
89 MM FROM BOTTOM
7.25 POINT
ALRIGHT SANS
BOLD
8.25 POINT
BASKERVILLE OO
REGULAR
9 POINT
BASKERVILLE OO
ITALIC
IMAGE SIZE
95MM X 57.5MM
NESTLED AT THE NORTHERNMOST POINT OF AUSTRALIA'S WHITSUNDAY ARCHIPELAGO, BEYOND VERDANT CLIFFS REACHING INTO ENDLESS SKY, IS ONE&ONLY HAYMAN ISLAND IN THE GREAT BARRIER REEF – AN IDYLL IN AN INK-BLUE SEA.
Swim. Dive. Explore the sea. You have entered an enchanted natural world on a private island – a land alive with vividly coloured birds, wallabies, and the magnificent variety and beauty of sea life in the Great Barrier Reef. Take a seaplane safari through lush jungle where the plaintive cry of the red-breasted galah can be heard in the trees.
Marvel at the shades of a thousand different shimmering fish – like the yellow-tailed fusiliers that brush close enough to touch. As the sky begins to glow with myriad shades of pink and orange, slip into a private pool where your eye is again drawn to the Whitsundays. Perhaps this will be your moment to indulge in a signature Ocean Massage – perched on the surface of tranquil waters amid gentle tides and warm tropical breezes.
Great Barrier Reef
Beach Villa with Pool
UNIQUE LOCATION
Situated on one of the world's most beautiful coastlines, Hayman Island is the nearest island to the outer reef and ideal for nature-based activities.
– Most northerly island in the Whitsundays in the Great Barrier Reef
– Commands magnificent views south across the Coral Sea
– 294 hectares (726 acres) in area, 8 kilometres (5 miles) in circumference
– Includes a half-kilometre crescent-shaped stretch of stunning white sandy beach
– Ideal climate year-round:
– November–April (Summer/Autumn) – average temperature of 31°C/88°F
– May–October (Winter/Spring) – average temperature of 25°C/77°F
– Daily flights into Great Barrier Reef Airport (HTI) from most major cities connect with One&Only Hayman Island's luxury launches, seaplanes and helicopters
ACTIVITIES AND EXCURSIONS
Adventures abound on the Great Barrier Reef.
– Snorkel through a string of reefs along the Queensland coast
– Seaplane and Helicopter tours offer remarkable views of the Whitsundays and Great Barrier Reef
– KidsOnly Club offers an array of guided activities for children for children ages 6 months to 11 years old
DINING
Restaurants offer an array of local and international cuisine – as well as a variety of special-dining options.
– Pool-side and beach-side dining
– Private dining options
– Twilight Dinner by shimmering pools and within lush tropical gardens
– Secluded Gourmet Picnic in idyllic locations on and around the island
– The Chef's Table – a signature gourmet experience that food aficionados and aspiring chefs will delight in
– Pool-side bar – offering refreshments all day in a laid-back environment
– Resort Lounge – retreat from the heat with a cocktail and casual billiard game
HEALTH AND WELL-BEING
Choose from an extensive menu of traditional and contemporary treatments inspired by the local surroundings.
– Ocean Massage
– Spa For Young Guests
– PEDiMANICURE STUDIO by Rastien Gonzalez
– Cutting-edge hair salon
– Glamorous make-up studio
– State-of-the-art fitness centre
ACCOMMODATION
Beach Wing
A spectacular collection of Kerry Hill-designed Beach Villas are perched along the white sandy beach with direct access to Hayman Beach and the Coral Sea.
– Private open-air pool
– Indoor/outdoor showers
– Beach butler service
– Can be combined with a Retreat Room, ideal for families, including twin or double bed accommodation, spacious bathroom with sunken bath and outdoor rainwater shower
– A private Beach House is available as the ultimate sanctuary, including pool and secluded outdoor leisure space
Hayman Wing
Spacious and sophisticated rooms and suites are situated on the tranquil eastern side of the resort. Set within a flourishing landscape and featuring a view of either the ocean or the verdant grounds, all are just steps from Hayman Beach and the Coral Sea.
– Chic and newly refurbished
– New infinity pool for families
– A variety of floor plans, perfectly suited for individuals, couples or families is offered
Pool Wing
Perched over the majestic Hayman Pool and featuring all-suite accommodation in elegant one-bedroom or two-bedroom configurations.
– One bedroom Pool Suites have swim-out access to the pool directly from the terrace – offering the ultimate resort experience
– Two bedroom Pool Suites include a separate interconnecting twin bedroom
– All suites feature breathtaking views of the Coral Sea, separate living and dining areas, spacious decks for relaxing and swim-out access to the pool directly from the terrace.
Penthouses
These breathtaking Penthouses, including one by world-renowned Diane von Furstenberg offer outstanding comfort. Located on the top floor of the Hayman Wing, each elegant and expansive accommodation features uninterrupted views of Hayman Beach, the Coral Sea and the Whitsundays.
– One-, two- and three-bedroom Penthouses, all individually designed and furnished
– Diane von Furstenberg Penthouse features a two-bedroom, two-bathroom configuration with complimentary in-room bar and personalised service by dedicated butler service
– Owner's Penthouse features a three-bedroom, three-bathroom configuration with complimentary in-room bar and personalised service by dedicated butler service
Dining Experience
Ocean Massage
One-Bedroom Luxury Pool Access Suite
Beach House with Pool

COLLATERAL

Welcome Pack

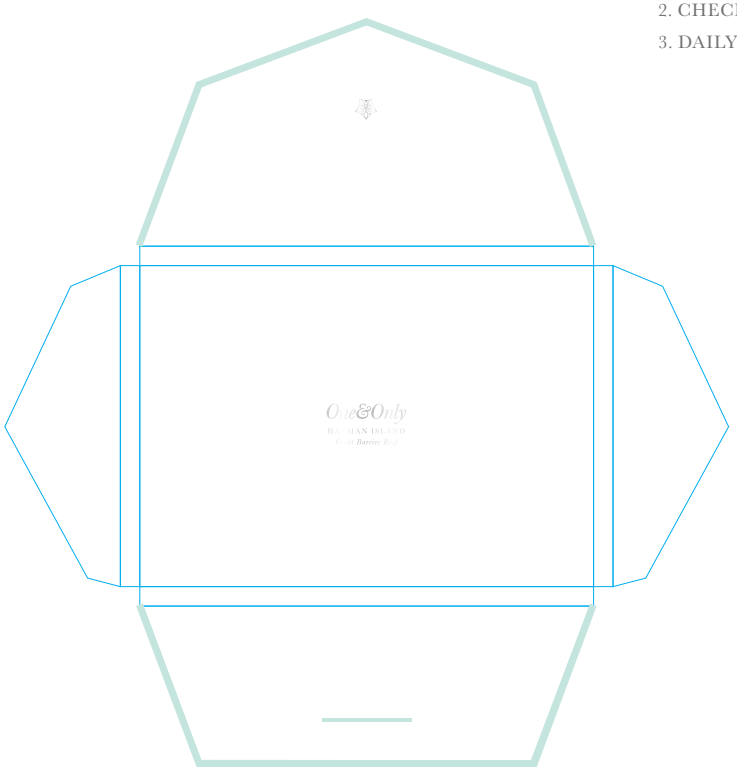
OVERVIEW

The Welcome Pack Folder is presented to guests en route to the resort during the final leg of their journey. Not only does it give them easily accessible reading material, it provides them with important information they require to maximize their stay and to acquaint themselves with their schedule. For the resort, it creates the opportunity to up-sell services. The Welcome Pack Folder includes: a note card from the GM, The Daily and Weekly Edit, The Activities brochure, Spa Brochure, and a checklist. All the collateral materials are presented in this *One&Only* Hayman Island branded folder.



1. GREETING NOTE CARD
2. CHECKLIST
3. DAILY EDIT
4. WEEKLY EDIT
5. ACTIVITIES BOOKLET
6. SPA BROCHURE

Welcome! On behalf of the entire staff I would like to welcome you to One&Only Hayman Island. We hope your stay with us will be delightful, restorative – and unparalleled. If we can offer you assistance in any w
we encourage you to ask any member of our team



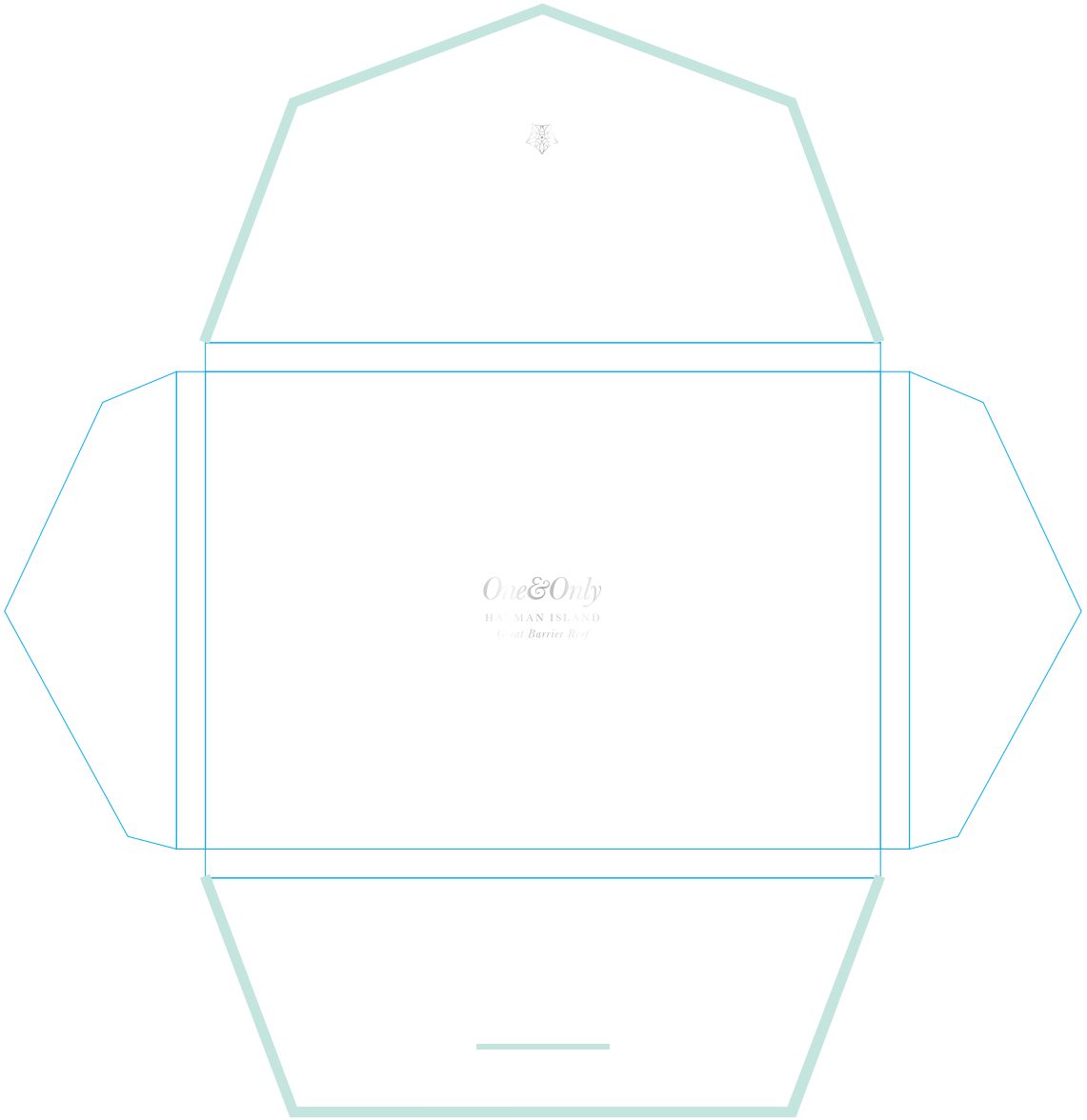
COLLATERAL

Welcome Pack Folder

WELCOME PACK FOLDER

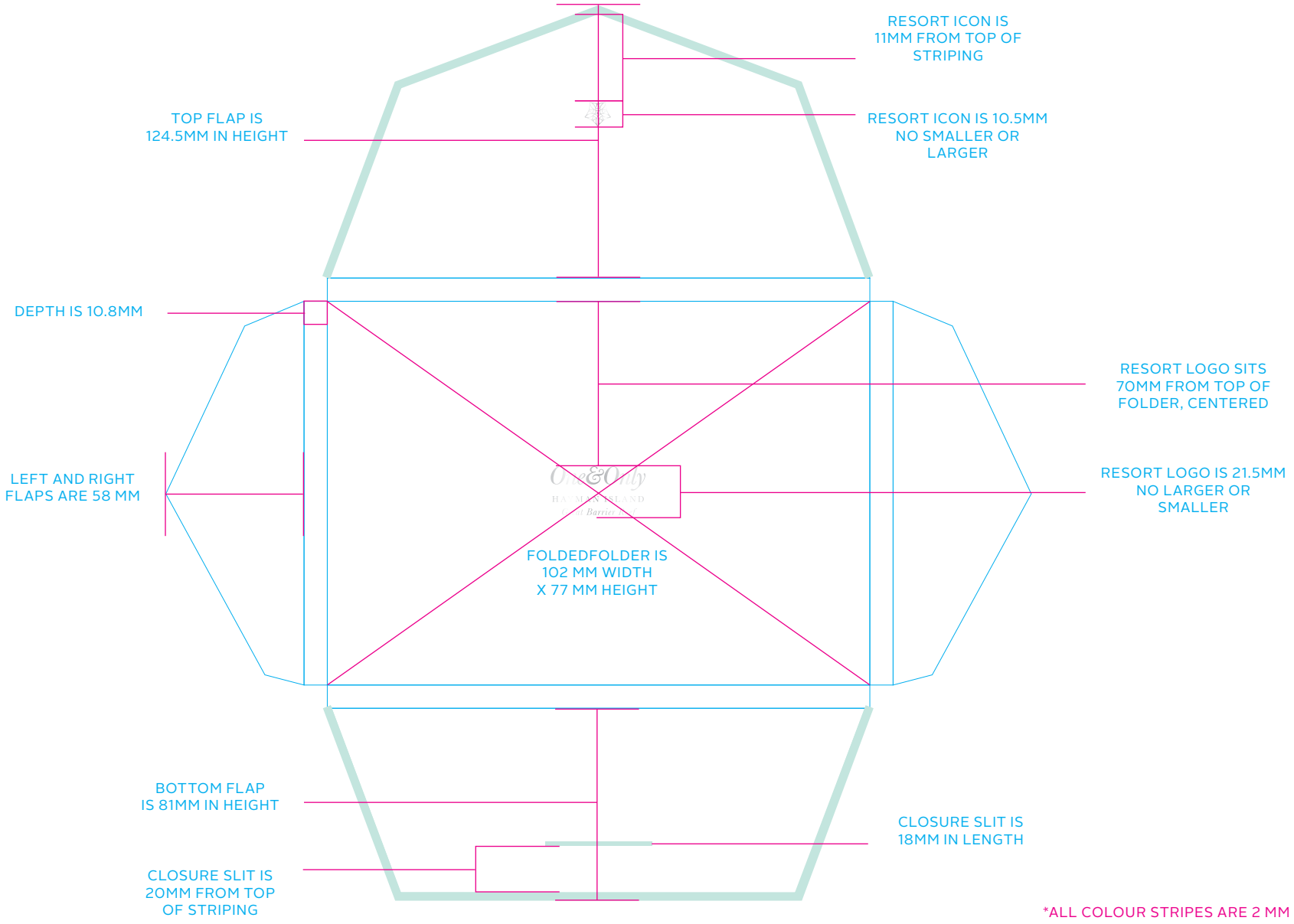
PRINT SPECIFICATION

Size – 229mm x 162mm
Stock – Mohawk Superfine White Smooth
Weight – 352gsm/130# Cover
Colour – 1 Colour PMS 572 U + Kurz 377 foil stamp
Finishing: Glue flaps (left, right, and bottom) / Slit on bottom flap for closure



COLLATERAL

Welcome Pack Folder (Specs)



COLLATERAL

Welcome Pack Checklist

CHECKLIST

PRINT SPECIFICATION

Size – Folded: A5 210mm x 148mm / Unfolded: A4 210mm x 297mm
Stock – Mohawk Superfine White Smooth
Weight – 148gsm/100# Text
Colour – 1/1 Process

GUEST NAME _____ ROOM NUMBER _____

Signature Rituals — Preferred Time
- Ocean massage
- Outdoor Cabana Massage
- Aromincrale Ritual
- Couples Aromatic Cocoon

Facial Therapies — Preferred Time
- Cavial and Pearl Rejuvenation Facial
- Hayman Spa Facial

FACIAL ADITIONS
- Retinol Lip Treatment
- Anti Puffiness and Dark Circle Eye Treatment
- Collagen Eye Treatment
- Vitaminic Concentrate
- Propolis Concentrate
- Complexe Collagen Concentrate
- Complexe Elastin Concentrate
- Excutox Concentrate
- Aromatherapy hair and scalp treatment

Massage — Preferred Time
- Remedial Massage
- Deep Tissue Massage
- Swedish Massage
- Aromatherapy
- Hot Stone Massage
- Pre and Postnatal Massage
- In Room Massage

Body Therapies — Preferred Time
- Tropical Papaya and Pineapple De-Ageing Body Wrap
- Soothing After-Sun Recovery
- Detox Algae Body Wrap
- Balneotherapy
- Tropical Body Polish
- Green Coffee Cellulite Wrap
- Sunless Glow
- Touch Up Tan
- Massage And Body Additions
- Pre-Massage Vichy
- Aromatherapy Hair and Scalp Treatment

Hand and Foot Therapies — Preferred Time
- Caviar Hand or Foot Therapy
- Manicure and Pedicure

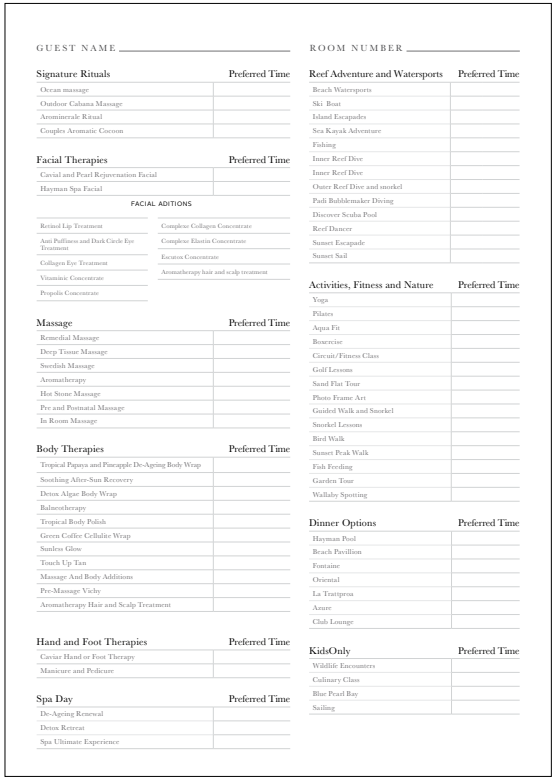
Spa Day — Preferred Time
- De-Ageing Renewal
- Detox Retreat
- Spa Ultimate Experience

Reef Adventure and Watersports — Preferred Time
- Beach Watersports
- Ski Boat
- Island Escapades
- Sea Kayak Adventure
- Fishing
- Inner Reef Dive
- Inner Reef Dive
- Outer Reef Dive and snorkel
- Padi Bubblemaker Diving
- Discover Scuba Pool
- Reef Dancer
- Sunset Escapade
- Sunset Sail

Activities, Fitness and Nature — Preferred Time
- Yoga
- Pilates
- Aqua Fit
- Boxercise
- Circuit/Fitness Class
- Golf Lessons
- Sand Flat Tour
- Photo Frame Art
- Guided Walk and Snorkel
- Snorkel Lessons
- Bird Walk
- Sunset Peak Walk
- Fish Feeding
- Garden Tour
- Wallaby Spotting

Dinner Options — Preferred Time
- Hayman Pool
- Beach Pavillion
- Fontaine
- Oriental
- La Trattprea
- Azure
- Club Lounge

KidsOnly — Preferred Time
- Wildlife Encounters
- Culinary Class
- Blue Pearl Bay
- Sailing



GUEST NAME _____ ROOM NUMBER _____

Signature Rituals — Preferred Time
- Ocean massage
- Outdoor Cabana Massage
- Aromincrale Ritual
- Couples Aromatic Cocoon

Facial Therapies — Preferred Time
- Cavial and Pearl Rejuvenation Facial
- Hayman Spa Facial

FACIAL ADITIONS
- Retinol Lip Treatment
- Anti Puffiness and Dark Circle Eye Treatment
- Collagen Eye Treatment
- Vitaminic Concentrate
- Propolis Concentrate
- Complexe Collagen Concentrate
- Complexe Elastin Concentrate
- Excutox Concentrate
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- Azure
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- Wildlife Encounters
- Culinary Class
- Blue Pearl Bay
- Sailing

COLLATERAL

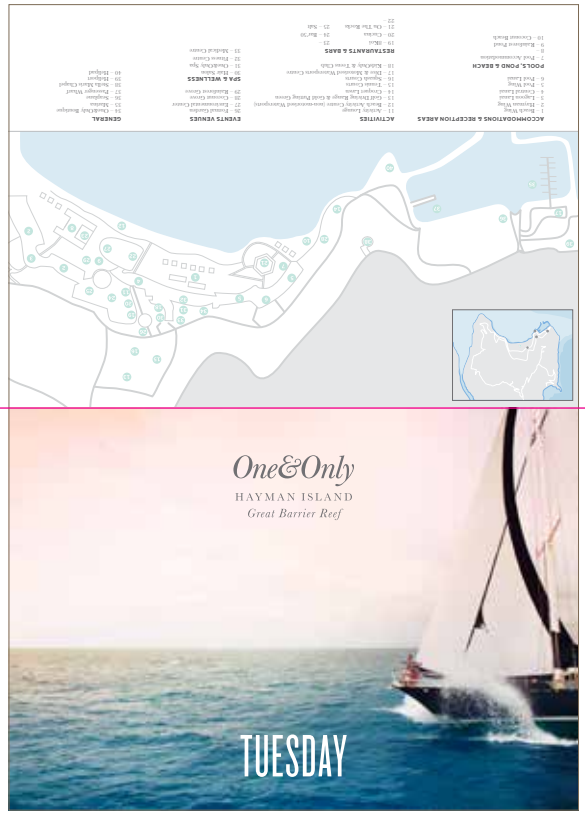
Daily Edit Newsletter

OVERVIEW

The Daily Edit Newsletter is part of the Welcome Pack Folder, and is also placed in various locations around the resort. It allows guests to familiarize themselves with and to begin planning their activities en route to the resort while instantly creating the opportunity to start up-selling services. The beautifully designed collateral piece provides daily activity details. It is designed in an editorial style.

DESIGN OVERVIEW

This should be regarded as a template. Content will change daily, but the layout will always remain consistent. Image placement and text placement, along with text, will not change.



FOLD LINE

COLLATERAL

Daily Edit Newsletter (Specs)

DOCUMENT TRIM SIZE WIDTH AND HEIGHT 210 MM X 297 MM (A4)
MAP KEY IS SET IN BASKERVILLE OO AND ALRIGHT SANS BOLD 6.5 POINT
RESORT LOGO FROM TOP OF FOLD 18MM
RESORT LOGO SHOULD BE 24 MM NO LARGER OR SMALLER
DAY OF THE WEEK SHOULD BE SET IN : KNOCKOUT: HTF26 JUNIORFLYWEIGHT UPPERCASE 65 POINT WITH +25 TRACKING
DAY OF THE WEEK SHOULD SIT ON MARGIN 12.7MM
One&Only
HAYMAN ISLAND
Great Barrier Reef
TUESDAY
DOCUMENT FOLD SIZE WIDTH AND HEIGHT 210 MM X 148.5 MM

COLLATERAL

Daily Edit Newsletter (Specs)

DAY OF THE WEEK SHOULD BE SET IN : KNOCKOUT: HTF26 JUNIORFLY-WEIGHT UPPERCASE 65 POINT WITH +25 TRACKING

DAILY DATE SET IN BASKERVILLE OO 10 POINT WITH +250 TRACKING

RULE SHOULD BE .25 POINT THICK

TITLING NUMBERS SET IN: KNOCKOUT HTF26 JUNIORFLYWEIGHT 30 POINT WITH +25 TRACKING

TITLING NUMBERS SET IN: KNOCKOUT HTF26 JUNIORFLYWEIGHT 30 POINT WITH +25 TRACKING

ALRIGHT SANS REGULAR 4.5 POINT OVER 6 POINT WITH +50 TRACKING (UPPERCASE)

DOCUMENT MARGINS ARE 12.7MM ALL AROUND

BOX RULE SHOULD BE 2 POINT THICKNESS

TITLING SET IN BASKERVILLE OO ITALIC 8 POINT OVER 9POINT WITH 20 TRACKING (UPPER AND LOWERCASE)

TITLING SET IN BASKERVILLE OO 14 POINT OVER 16 POINT WITH -10 TRACKING (UPPER AND LOWERCASE)

DEK TITLING SET IN ALRIGHT SANS REGULAR 7 POINT OVER 16 POINT WITH +70 TRACKING (UPPERCASE)

CHARTBODY COPY SET IN ALRIGHT SANS 6.25 POINT OVER 10POINT WITH +50 TRACKING (UPPERCASE)

SUB TITLE SET IN BASKERVILLE OO ITALIC 9 POINT OVER 11 POINT WITH +20 TRACKING (UPPER AND LOWERCASE)

BODY COPY SET IN BASKERVILLE OO 7.5 POINT OVER 9.5 POINT WITH +15 TRACKING (UPPER AND LOWERCASE)

TUESDAY
22 APRIL 2014
3.5MM
3.5MM
2 Spa and Wellness
LOREM IPSUM
Lorem ipsum dolor sit amet, audire latine vel te, his at oratio diceret abhorreant. Vel omnes perpetua dissentiet id, clita ubique nominavi ne nec, cum cu mazim docendi. Nam in altera percipit corrumpit, eu eos erant legimus voluptaria, nam ne ponderum dissentiunt. Pri nullam mediocrem ex. Aliquid saperet vituperatoribus has ei.
4
Keep an eye out for your Cockatoo friends tomorrow. A recent study found these birds enjoy synchronising movements to a musical beat.
1 Dining
COOKING LESSONS
Lorem ipsum dolor sit amet, audire latine vel te, his at oratio diceret abhorreant. Vel omnes perpetua dissentiet id, clita ubique nominavi ne nec, cum cu mazim docendi. Nam in altera percipit corrumpit, eu eos erant legimus voluptaria, nam ne ponderum dissentiunt. Pri nullam mediocrem ex. Aliquid saperet vituperatoribus has ei.
5 KidsOnly
LOREM IPSUM
Lorem ipsum dolor sit amet, audire latine vel te, his at oratio diceret abhorreant. Vel omnes perpetua dissentiet id, clita ubique nominavi ne nec, cum cu mazim docendi. Nam in altera percipit corrumpit, eu eos erant legimus voluptaria, nam ne ponderum dissentiunt. Pri nullam mediocrem ex.
3 Adventures By Air
LOREM IPSUM
Lorem ipsum dolor sit amet, audire latine vel te, his at oratio diceret abhorreant. Vel omnes perpetua dissentiet id, clita ubique nominavi ne nec, cum cu mazim docendi. Nam in altera percipit corrumpit, eu eos erant legimus
Daily Programme
TIME | ACTIVITY | MEETING PLACE
7:30AM | CIRCUIT/FITNESS CLASS | HAYMAN ACTIVITIES
9:00AM | GOLF LESSON | HAYMAN ACTIVITIES
9:00AM | SAND FLAT TOUR | HAYMAN ACTIVITIES
9:00AM | OUTER REEF DIVE & SNORKEL* | CENTRAL LANAI
9:00AM – 6:00PM | ISLAND ESCAPADES* (HOURLY DEPARTURE) LAST DROP-OFF 4:00PM LAST PICK-UP 6:00PM | CENTRAL LANAI
9:00AM – 7:00PM | PHOTO FRAME ART | HAYMAN ACTIVITIES
10:45AM | FISH FEEDING | CENTRAL LANAI
11:00AM | AQUA FIT | LAGOON POOL
12:30PM – 5:00PM | BEACH WATERSPORTS (NON-MOTORISED) | HAYMAN BEACHFRONT
1:45PM | REEF DANCER CORAL VIEW* | CENTRAL LANAI
2:00PM | BIRD WALK | HAYMAN ACTIVITIES
3:45PM | SUNSET ESCAPADE* | CENTRAL LANAI
Dining & Cocktails
BREAKFAST
AZURE | 6:00AM – 10:30AM
BARISTA BAR | 6:00AM – 12NOON
LUNCH
HAYMAN POOL BAR | 12NOON – 5:00PM
AZURE | 12:30PM – 3:30PM
DINNER
CHEF'S TABLE | 6:30PM
LA TRATTORIA | 6:00PM – 10:00PM
AZURE | 6:00PM – 10:00PM
COCKTAILS
HAYMAN POOL | 10:00AM – 5:00PM
BEACH PAVILION | 12NOON – 7:00PM
CLUB LOUNGE | 5:00PM – LATE
FORECAST
POSSIBLE SHOWER
WIND – EAST 13 KNOTS
28C/82.4F
SUNRISE / SUNSET
5:22AM / 5:22PM
HIGH TIDE / LOW TIDE
5:22AM / 5:22PM
Signature Moments
Lorem Ipsum Dolores*
Lorem ipsum dolor sit amet, consectetur adipisicing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliquaua. Ut enim ad minim veniam, ullamco laboris nisi ut aliquip ex ea.
BOOKING IS BOOKING IS ESSENTIAL. FOR INFORMATION OR TO MAKE A BOOKING, PLEASE CONTACT HAYMAN CONCIERGE OR DIAL 2.

COLLATERAL

Weekly Edit Newsletter

OVERVIEW

The Weekly Edit Newsletter is part of the Welcome Pack Folder, and is also placed in various locations around the resort. It allows guests to familiarize themselves with and to begin planning their weekly activities en route to the resort while instantly creating the opportunity to start up-selling services. The beautifully designed collateral piece provides weekly activity details and schedules. It is designed in an editorial style.

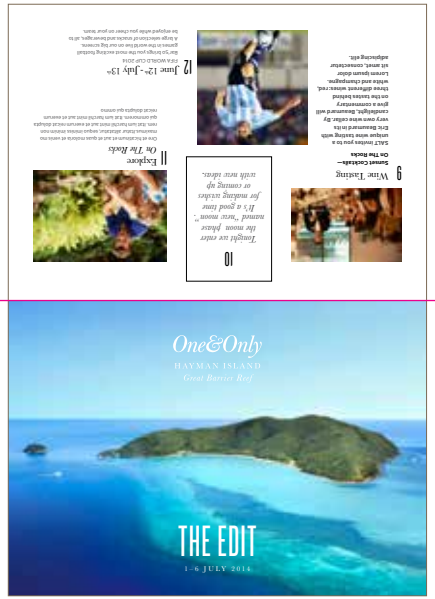
DESIGN OVERVIEW

This should be regarded as a template. Content will change weekly, but the layout will always stay consistant. Image placement and text placement along with text will not change.

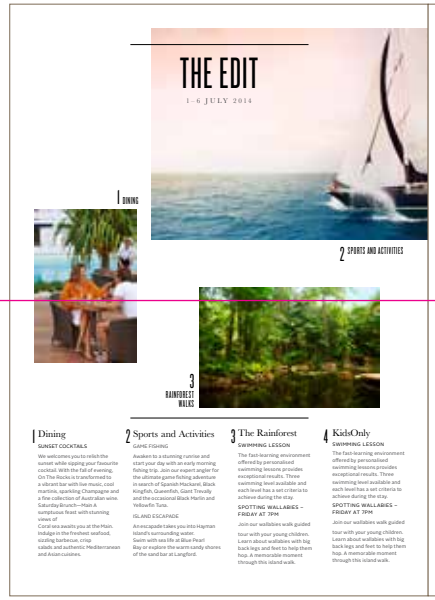
— B

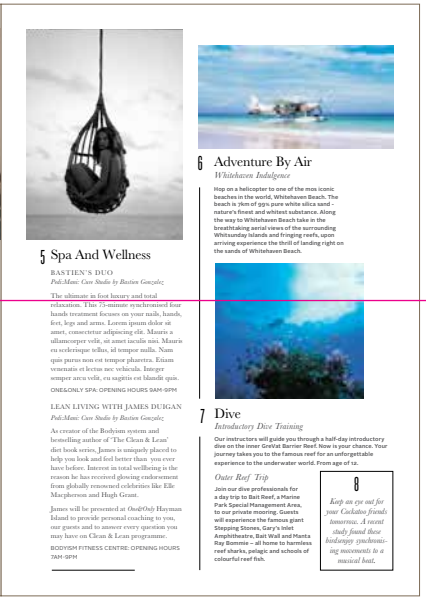
— C & D

— E



— A




6 Adventure By Air
Whitehaven Indulgence
5 Spa And Wellness
BASTIEN'S DUO
LEAN LIVING WITH JAMES DURGAN
7 Dive
Introductory Dive Training
Outer Reef Trip
8
Keep an eye out for your Cockatoo friends tomorrow. A recent study found these birdsjoyy synchronising movements to a musical beat.

FOLD LINE

COLLATERAL

Weekly Edit Newsletter (Specs)

DOCUMENT FOLD SIZE
WIDTH AND HEIGHT
210 MM X 148.5 MM

RESORT LOGO 18MM
FROM TOP OF FOLD
CENTERED

RESORT LOGO SHOULD BE
NO LARGER OR SMALLER
24MM HEIGHT

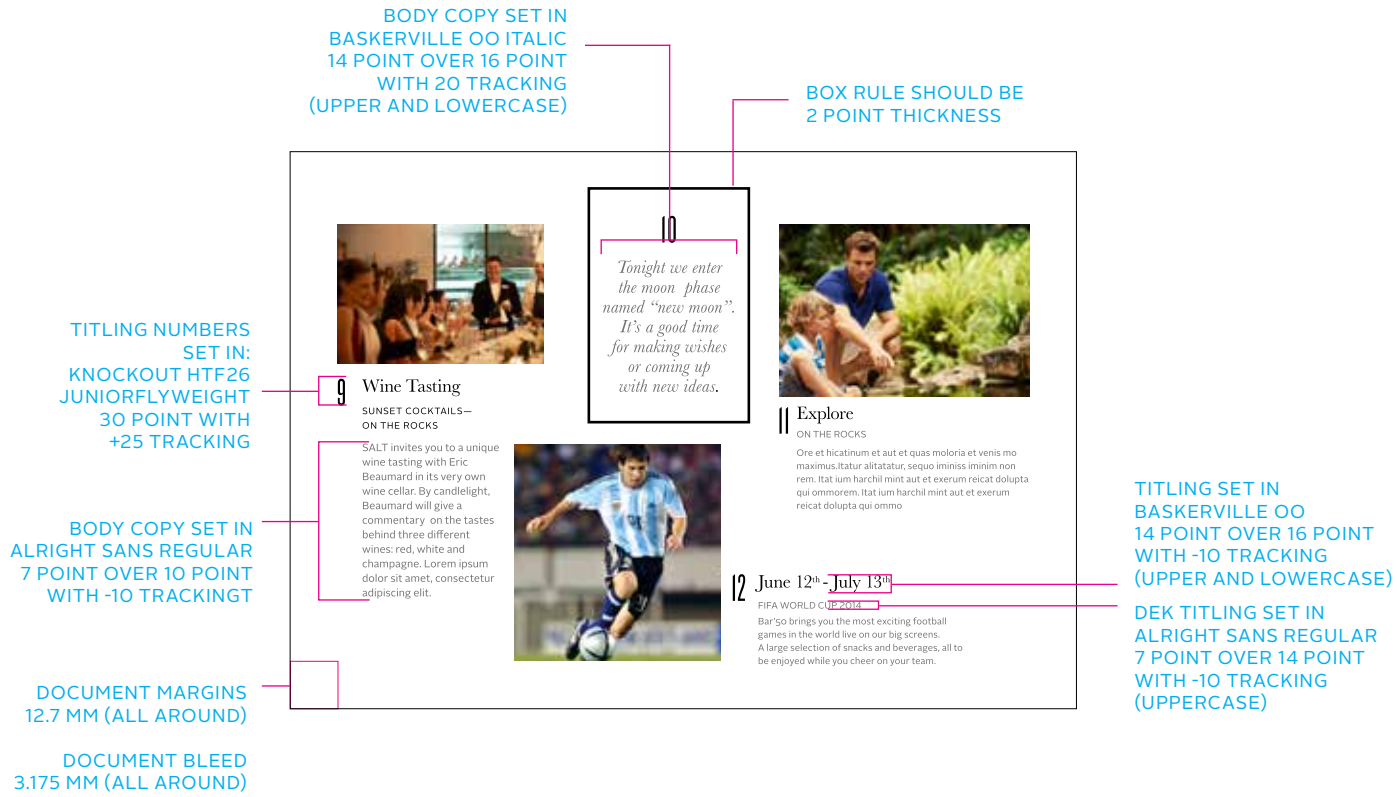
DAY OF THE WEEK
SHOULD BE SET IN :
KNOCKOUT: HTF26
JUNIORFLYWEIGHT
UPPERCASE 65 POINT
WITH +25 TRACKING

DATE IS 5MM
FROM TITLE
BASELINE

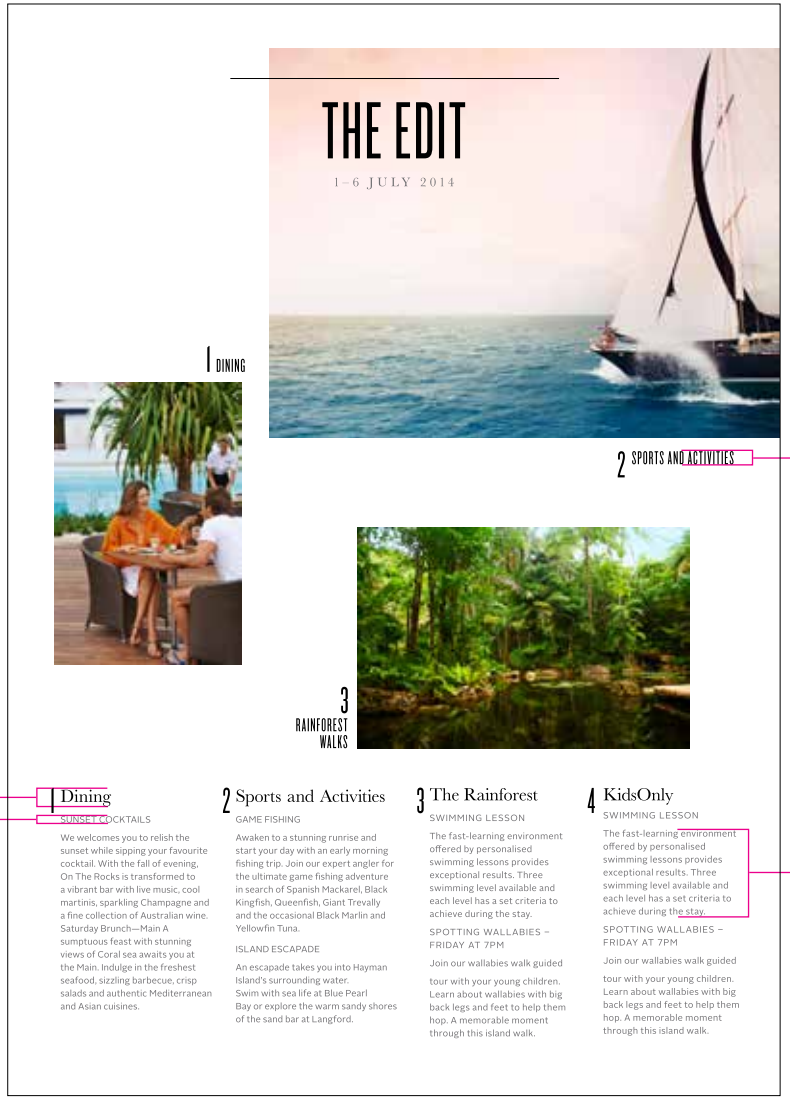
WEEK DATE SET IN
BASKERVILLE OO 10 POINT
WITH +250 TRACKING
(SITS ON MARGIN)

DOCUMENT TRIM SIZE WIDTH AND HEIGHT 210MM X 297MM (A4)

SHOWN FOLDED (FRONT)


BODY COPY SET IN
BASKERVILLE OO ITALIC
14 POINT OVER 16 POINT
WITH 20 TRACKING
(UPPER AND LOWERCASE)
BOX RULE SHOULD BE
2 POINT THICKNESS
TITLING NUMBERS
SET IN:
KNOCKOUT HTF26
JUNIORFLYWEIGHT
30 POINT WITH
+25 TRACKING
BODY COPY SET IN
ALRIGHT SANS REGULAR
7 POINT OVER 10 POINT
WITH -10 TRACKINGT
DOCUMENT MARGINS
12.7 MM (ALL AROUND)
DOCUMENT BLEED
3.175 MM (ALL AROUND)
10
Tonight we enter the moon phase named "new moon". It's a good time for making wishes or coming up with new ideas.
9
Wine Tasting
SUNSET COCKTAILS—
ON THE ROCKS
SALT invites you to a unique wine tasting with Eric Beaumard in its very own wine cellar. By candlelight, Beaumard will give a commentary on the tastes behind three different wines: red, white and champagne. Lorem ipsum dolor sit amet, consectetur adipiscing elit.
11
Explore
ON THE ROCKS
Ore et hicatinum et aut et quas moloria et venis mo maximus.Itatur alitatatur, sequo iminiss iminim non rem. Itat ium harchil mint aut et exerum reicat dolupta qui ommorem. Itat ium harchil mint aut et exerum reicat dolupta qui ommo
12
June 12th - July 13th
FIFA WORLD CUP 2014
Bar'50 brings you the most exciting football games in the world live on our big screens. A large selection of snacks and beverages, all to be enjoyed while you cheer on your team.
TITLING SET IN
BASKERVILLE OO
14 POINT OVER 16 POINT
WITH -10 TRACKING
(UPPER AND LOWERCASE)
DEK TITLING SET IN
ALRIGHT SANS REGULAR
7 POINT OVER 14 POINT
WITH -10 TRACKING
(UPPERCASE)

SHOWN FOLDED (BACK)


THE EDIT
1–6 JULY 2014
1 DINING
2 SPORTS AND ACTIVITIES
3 RAINFOREST WALKS
1 Dining
SUNSET COCKTAILS
We welcomes you to relish the sunset while sipping your favourite cocktail. With the fall of evening, On The Rocks is transformed to a vibrant bar with live music, cool martinis, sparkling Champagne and a fine collection of Australian wine.
Saturday Brunch—Main A sumptuous feast with stunning views of Coral sea awaits you at the Main. Indulge in the freshest seafood, sizzling barbecue, crisp salads and authentic Mediterranean and Asian cuisines.
2 Sports and Activities
GAME FISHING
Awaken to a stunning runrise and start your day with an early morning fishing trip. Join our expert angler for the ultimate game fishing adventure in search of Spanish Mackarel, Black Kingfish, Queenfish, Giant Trevally and the occasional Black Marlin and Yellowfin Tuna.
ISLAND ESCAPADE
An escapade takes you into Hayman Island's surrounding water. Swim with sea life at Blue Pearl Bay or explore the warm sandy shores of the sand bar at Langford.
3 The Rainforest
SWIMMING LESSON
The fast-learning environment offered by personalised swimming lessons provides exceptional results. Three swimming level available and each level has a set criteria to achieve during the stay.
SPOTTING WALLABIES – FRIDAY AT 7PM
Join our wallabies walk guided tour with your young children. Learn about wallabies with big back legs and feet to help them hop. A memorable moment through this island walk.
4 KidsOnly
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KNOCKOUT HTF26
JUNIORFLYWEIGHT
15 POINT +50 TRACKING

TITLING SET IN
BASKERVILLE OO
14 POINT OVER 14 POINT
WITH -10 TRACKING
(UPPER AND LOWERCASE)

DEK TITLING SET IN
ALRIGHT SANS REGULAR
7 POINT OVER 14 POINT
WITH +70 TRACKING
(UPPERCASE)

BODY COPY SET IN
ALRIGHT SANS REGULAR
7 POINT OVER 10 POINT
WITH +5 TRACKING

5 Spa And Wellness

BASTIEN'S DUO

Pedi:Mani: Cure Studio by Bastien Gonzalez

The ultimate in foot luxury and total relaxation. This 75-minute synchronised four hands treatment focuses on your nails, hands, feet, legs and arms. Lorem ipsum dolor sit amet, consectetur adipiscing elit. Mauris a ullamcorper velit, sit amet iaculis nisi. Mauris eu scelerisque tellus, id tempor nulla. Nam quis purus non est tempor pharetra. Etiam venenatis et lectus nec vehicula. Integer semper arcu velit, eu sagittis est blandit quis.

ONE&ONLY SPA: OPENING HOURS 9AM-9PM

LEAN LIVING WITH JAMES DUIGAN

Pedi:Mani: Cure Studio by Bastien Gonzalez

As creator of the Bodyism system and bestselling author of 'The Clean & Lean' diet book series, James is uniquely placed to help you look and feel better than you ever have before. Interest in total wellbeing is the reason he has received glowing endorsement from globally renowned celebrities like Elle Macpherson and Hugh Grant.

James will be presented at *One&Only* Hayman Island to provide personal coaching to you, our guests and to answer every question you may have on Clean & Lean programme.

BODYISM FITNESS CENTRE: OPENING HOURS 7AM-9PM

6 Adventure By Air

Whitehaven Indulgence

Hop on a helicopter to one of the mos iconic beaches in the world, Whitehaven Beach. The beach is 7km of 99% pure white silica sand - nature's finest and whitest substance. Along the way to Whitehaven Beach take in the breathtaking aerial views of the surrounding Whitsunday Islands and fringing reefs, upon arriving experience the thrill of landing right on the sands of Whitehaven Beach.

7 Dive

Introductory Dive Training

Our instructors will guide you through a half-day introductory dive on the inner GreVat Barrier Reef. Now is your chance. Your journey takes you to the famous reef for an unforgettable experience to the underwater world. From age of 12.

Outer Reef Trip

Join our dive professionals for a day trip to Bait Reef, a Marine Park Special Management Area, to our private mooring. Guests will experience the famous giant Stepping Stones, Gary's Inlet Amphitheatre, Bait Wall and Manta Ray Bommie – all home to harmless reef sharks, pelagic and schools of colourful reef fish.

8

Keep an eye out for your Cockatoo friends tomorrow. A recent study found these birdsenjoy synchronising movements to a musical beat.

TITLING SET BASKERVILLE OO REGULAR 20 POINT OVER 22 POINT WITH -10 TRACKING

SUB TITLING SET IN BASKERVILLE OO ITALIC 13 POINT OVER 16 POINT WITH +20 TRACKING

BODY COPY SET IN ALRIGHT SANS REGULAR 8 POINT OVER 11 POINT WITH +5 TRACKING

SUB TITLING SET IN BASKERVILLE OO REGULAR ALL CAPS 10 POINT OVER 13 POINT WITH +100 TRACKING

SUB TITLING SET IN BASKERVILLE OO ITALIC 10 POINT OVER 13 POINT WITH +5 TRACKING

BODY COPY SET IN BASKERVILLE OO REGULAR 10 POINT OVER 13 POINT WITH +5 TRACKING

INFORMATION COPY SET IN ALRIGHT SANS REGULAR 8 POINT OVER 11 POINT WITH +15 TRACKING

Reef Adventure & Watersports

ACTIVITY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	SUNDAY
BEACH WATERSPORTS	10:30AM - 5:30AM	10:30AM - 5:30AM	10:30AM - 5:30AM	10:30AM - 5:30AM	10:30AM - 5:30AM	10:30AM - 5:30AM	10:30AM - 5:30AM
SKI BOAT	ON REQUEST	ON REQUEST	ON REQUEST	ON REQUEST	ON REQUEST	ON REQUEST	ON REQUEST
ISLAND ESCAPADES	DAILY	DAILY	DAILY	DAILY	DAILY	DAILY	DAILY
SEA KAYAK ADVENTURE	12PM (3HRS)	12PM (3HRS)	12PM (3HRS)	12PM (3HRS)	12PM (3HRS)	12PM (3HRS)	12PM (3HRS)
FISHING		10:30AM			10:30AM		
INNER REEF DIVE (INTRO)	10:30AM	10:30AM	10:30AM	10:30AM	10:30AM	10:30AM	10:30AM
INNER REEF DIVE (CERTI-FIED)	10:30AM	10:30AM	10:30AM		10:30AM		10:30AM
OUTER REEF DIVE & SNORKEL				10:30AM		10:30AM	
PADI BUBBLEMAKER DIVING	ON REQUEST	ON REQUEST	ON REQUEST	ON REQUEST	ON REQUEST	ON REQUEST	ON REQUEST
DISCOVER SCUBA POOL	ON REQUEST	ON REQUEST	ON REQUEST	ON REQUEST	ON REQUEST	ON REQUEST	ON REQUEST
REEF DANCER	10:30AM	10:30AM	10:30AM	10:30AM	10:30AM	10:30AM	10:30AM
SUNSET ESCAPADE	10:30AM	10:30AM	10:30AM	10:30AM	10:30AM	10:30AM	10:30AM
SUNSET SAIL		10:30AM		10:30AM			10:30AM

Restaurants And Bars

MAIN	BREAKFAST 6AM- 10.30AM DINNER 6PM – 10PM (EXCEPT FRIDAY AND SATURDAY)
ON THE ROCKS	12PM-5PM
FAMILY POOL	12PM-7.00PM
SALT	6PM – 10PM (EXCEPT SUNDAY AND MONDAY)
8KOI	6PM-10PM (EXCEPT THURSDAY)
ITALIAN	6PM-10PM (EXCEPT WEDNESDAY)
BAR'50	5PM-10PM

Activities, Fitness & Nature

ACTIVITY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	SUNDAY
YOGA		10:30AM	10:30AM			10:30AM	
PILATES				10:30AM			10:30AM
AQUA FITNESS	10:30AM			10:30AM		10:30AM	
ZUMBA		10:30AM		10:30AM			
BOXERCISE			10:30AM				10:30AM
CIRCUIT/FITNESS CLASS	10:30AM				10:30AM		
GOLF LESSONS	10:30AM			10:30AM			
SAND FLAT TOUR		10:30AM					
PHOTO FRAME ART	DAILY	DAILY	DAILY	DAILY	DAILY	DAILY	DAILY
GUIDED WALK & SNORKEL		10:30AM	10:30AM			10:30AM	
SNORKEL LESSON			10:30AM				10:30AM
BIRD WALK	10:30AM			10:30AM			
SUNSET PEAK WALK			10:30AM		10:30AM		
FISH FEEDING (POND MARINA)	10:30AM	10:30AM	10:30AM	10:30AM	10:30AM	10:30AM	10:30AM
GARDEN TOUR			10:30AM			10:30AM	
WALLABY SPOTTING			10:30AM			10:30AM	

Stay Connected

FACEBOOK
www.facebook.com/HaymanGreatBarrierReef

TWITTER
@OOHaymanIsland

INSTAGRAM
@OOHaymanIsland #OOHaymanIsland

CHART TITLING SET IN BASKERVILLE OO 14 POINT OVER 16 POINT WITH -10 TRACKING (UPPER AND LOWERCASE)

CHARTBODY COPY SET IN ALRIGHT SANS 6.25 POINT OVER 10 POINT WITH +20 TRACKING (UPPERCASE)

SOCIAL MEDIA TEXT SET IN BASKERVILLE OO ALL CAPS AND UPPER AND LOWER CASE 7.5 POINT +150 TRACKING AND +15 TRACKING

DIVIDER LINE .25 POINT THICKNESS

COLLATERAL

Daily/Weekly Edit Newsletters

DAILY

PRINT SPECIFICATION

Size – Folded: A5 210mm x 148mm / Unfolded: A4 210mm x 297mm
Stock – Mohawk Superfine White Smooth
Weight – 148gsm/100# Text
Colour – 4/4 Process

WEEKLY

PRINT SPECIFICATION

Size – Folded: A5 210mm x 148mm /
Fully Unfolded: A3 420mm x 297mm
Stock – Mohawk Superfine White Smooth
Weight – 148gsm/100# Text
Colour – 4/4 Process

COLLATERAL

In-Room Booklets

OVERVIEW

There are two in-room booklets that sit together, with an image stretched across them. These pieces are the In-Room Dining Menu and the Spa Treatments Booklet. They should always be placed in the orientation shown here, and be placed flush against each other so that the image lines up correctly across the booklets. The In-Room Dining Menu is A4 size, and the Spa Treatments Booklet is A5.

COLLATERAL

In-Room Booklets

IN-ROOM DINING

PRINT SPECIFICATION

Total Pages – 12 + Covers
Size – A4 297mm x 210mm
Stock – Mohawk Superfine White Smooth
Weight – Cover: 352gsm/130# Cover / Interior: 148gsm/100# Text
Colour – Cover: 4 Colour Process + Kurz 377 foil stamp /
Interior: 1/1 PMS Cool Gray 11 U
Finishing: Saddle Stitch - (a) Bind on 210mm side (Chandelier recommendation)
(b) bind on 297mm side

SPA BOOKLET

PRINT SPECIFICATION

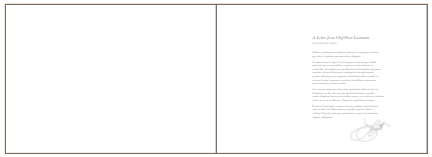
Total Pages – 36 + Covers
Size – A5 148mm x 210mm
Stock – Mohawk Superfine White Smooth
Weight – Cover: 270gsm/100# Cover / Interior: 118gsm/80# Text
Colour – Cover: 4 Colour Process + Kurz 377 foil stamp /
Interior: 4 Colour Process + PMS Cool Gray 11 U
Finishing: Saddle Stitch / Pocket: Fold from bottom on inside front cover

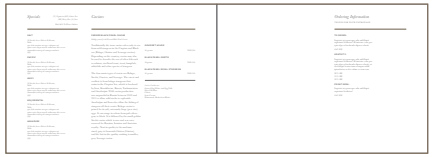
COLLATERAL

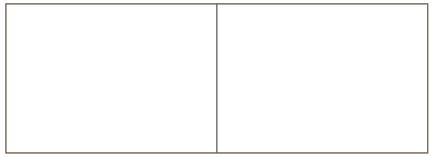
In-Room Booklets – Dining Booklet

OVERVIEW

Part of the two-piece system in the guest rooms. A comprehensive offering of in-room dining and menu options. Features a functional design to allow easy comprehension and ordering.

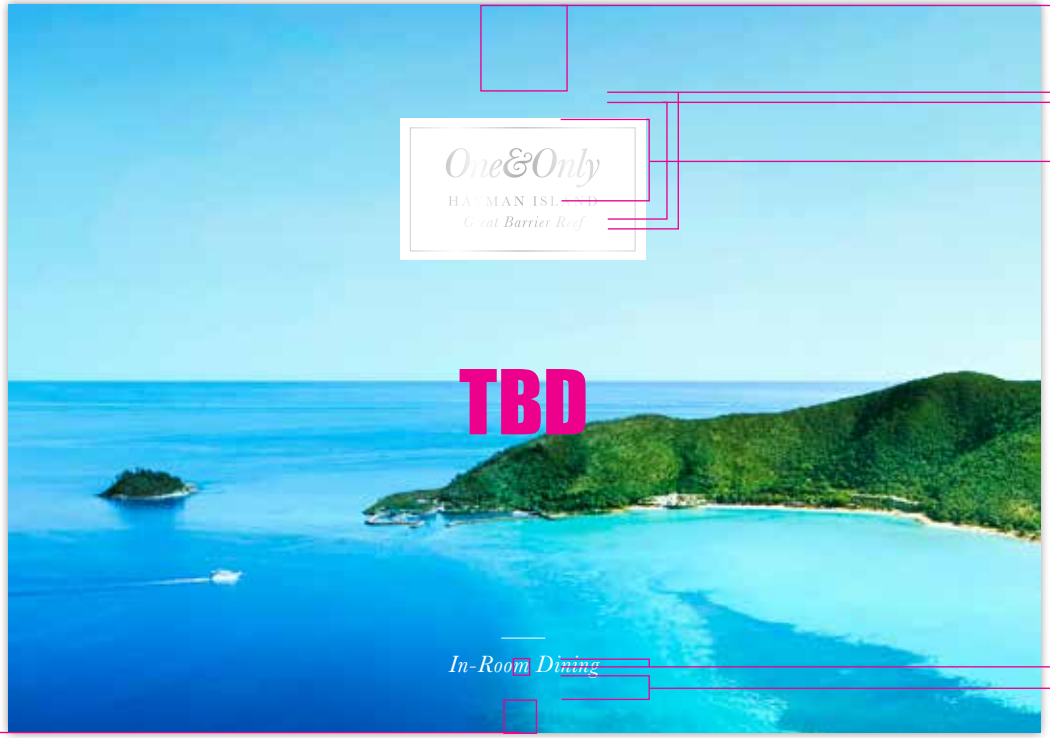






COLLATERAL

In-Room Booklets – Dining Booklet (Specs)



WHITE BOX IS
26 MM FROM TOP OF PAGE,
CENTERED

WHITE BOX IS 67 MM WIDTH
X 39 MM HEIGHT

SILVER OUTLINED BOX
62 MM WIDTH X 34 MM HEIGHT

RESORT LOGO IS 23 MM IN
HEIGHT (NO LARGER
OR SMALLER)

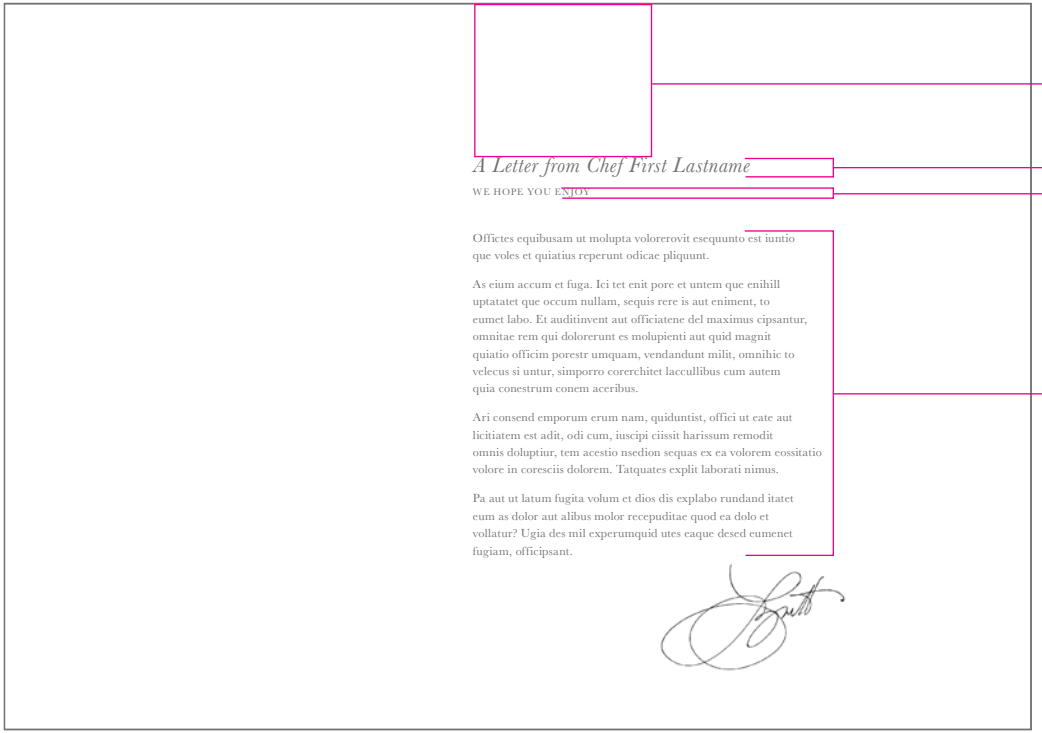
RULE SITS
5 MM ABOVE
TITLE,
CENTERETD

RULE .5 POINTS /
8 MM IN THICK

TITLE SET IN
BASKERVILLE OO
ITALIC 20 POINT
WITH
+20 TRACKING

TITLE SITS 10 MM
FROM BOTTOM OF
PAGE, CENTERED

OVERALL SIZE IS A4 POSITIONED HORIZONTAL


A Letter from Chef First Lastname
WE HOPE YOU ENJOY
Offictes equibusam ut molupta volorerovit esequunto est iuntio que voles et quiatius reperunt odicae pliquunt.
As eium accum et fuga. Ici tet enit pore et untem que enihill uptatatet que occum nullam, sequis rere is aut eniment, to eumet labo. Et auditinvent aut officiatene del maximus cipsantur, omnitae rem qui dolorerunt es molupienti aut quid magnit quiatio officim porestr umquam, vendandunt milit, omnihic to velecus si untur, simporro corerchitet laccullibus cum autem quia conestrum conem aceribus.
Ari consend emporum erum nam, quiduntist, offici ut eate aut licitiatem est adit, odi cum, iuscipi ciissit harissum remodit omnis doluptiur, tem acestio nsedion sequas ex ea volorem eossitatio volore in coresciis dolorem. Tatquates explit laborati nimus.
Pa aut ut latum fugita volum et dios dis explabo rundand itatet eum as dolor aut alibus molor recepuditae quod ea dolo et vollatur? Ugia des mil experumquid utes eaque desed eumenet fugiam, officipsant.

CHEF'S LETTER
SHOULD SIT 44.5 MM
FROM TOP OF PAGE

TITLE FOR LETTER SET IN
BASKERVILLE OO 18 POINT
+50 TRACKING

SUB TITLE FOR LETTER
SET IN BASKERVILLE OO
ALL CAPS 8 POINT + 50 TRACKING

BODY COPY FOR LETTER SET
IN BASKERVILLE OO REGULAR,
UPPER/LOWERCASE
10 POINT OVER 13.5 LINE SPACING
+15 TRACKING

OVERALL SIZE IS A4 POSITIONED HORIZONTAL

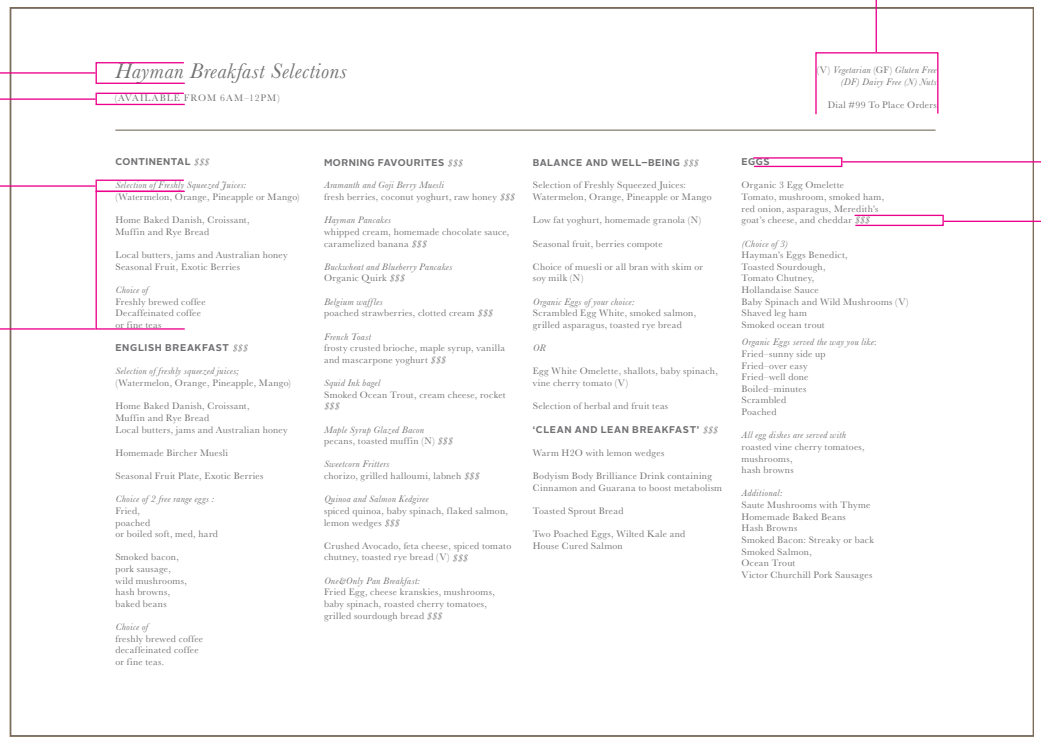
DIET RESTRICTIONS AND ORDER NUMBER SET IN BASKERVILLE OO REGULAR AND ITALIC 8.5 POINT OVER 9.5 POINT LINE SPACING

TITLE FOR LETTER SET IN BASKERVILLE OO 18 POINT +50 TRACKING

SUB TITLE FOR LETTER SET IN BASKERVILLE OO ALL CAPS 8 POINT + 50 TRACKING

MENU ITEM TITLES OR LANGUAGE SUCH AS "CHOICE OF" SET IN BASKERVILLE OO ITALIC 8 POINT OVER 9.5 POINT LINE SPACING +20 TRACKING

MENU BODY COPY SET IN BASKERVILLE OO REGULAR 8 POINT OVER 9.5 POINT LINE SPACING +15 TRACKING



Hayman Breakfast Selections

(AVAILABLE FROM 6AM–12PM)

(V) *Vegetarian* (GF) *Gluten Free* (DF) *Dairy Free* (N) *Nuts*

Dial #99 To Place Orders

CONTINENTAL *$$$*

Selection of Freshly Squeezed Juices:
(Watermelon, Orange, Pineapple or Mango)

Home Baked Danish, Croissant,
Muffin and Rye Bread

Local butters, jams and Australian honey
Seasonal Fruit, Exotic Berries

Choice of
Freshly brewed coffee
Decaffeinated coffee
or fine teas

ENGLISH BREAKFAST *$$$*

Selection of freshly squeezed juices;
(Watermelon, Orange, Pineapple, Mango)

Home Baked Danish, Croissant,
Muffin and Rye Bread
Local butters, jams and Australian honey

Homemade Bircher Muesli

Seasonal Fruit Plate, Exotic Berries

Choice of 2 free range eggs :
Fried,
poached
or boiled soft, med, hard

Smoked bacon,
pork sausage,
wild mushrooms,
hash browns,
baked beans

Choice of
freshly brewed coffee
decaffeinated coffee
or fine teas.

MORNING FAVOURITES *$$$*

Aramanth and Goji Berry Muesli
fresh berries, coconut yoghurt, raw honey *$$$*

Hayman Pancakes
whipped cream, homemade chocolate sauce,
caramelized banana *$$$*

Buckwheat and Blueberry Pancakes
Organic Quirk *$$$*

Belgium waffles
poached strawberries, clotted cream *$$$*

French Toast
frosty crusted brioche, maple syrup, vanilla
and mascarpone yoghurt *$$$*

Squid Ink bagel
Smoked Ocean Trout, cream cheese, rocket
$$$

Maple Syrup Glazed Bacon
pecans, toasted muffin (N) *$$$*

Sweetcorn Fritters
chorizo, grilled halloumi, labneh *$$$*

Quinoa and Salmon Kedgeree
spiced quinoa, baby spinach, flaked salmon,
lemon wedges *$$$*

Crushed Avocado, feta cheese, spiced tomato
chutney, toasted rye bread (V) *$$$*

One&Only Pan Breakfast:
Fried Egg, cheese kranskies, mushrooms,
baby spinach, roasted cherry tomatoes,
grilled sourdough bread *$$$*

BALANCE AND WELL–BEING *$$$*

Selection of Freshly Squeezed Juices:
Watermelon, Orange, Pineapple or Mango

Low fat yoghurt, homemade granola (N)

Seasonal fruit, berries compote

Choice of muesli or all bran with skim or
soy milk (N)

Organic Eggs of your choice:
Scrambled Egg White, smoked salmon,
grilled asparagus, toasted rye bread

OR

Egg White Omelette, shallots, baby spinach,
vine cherry tomato (V)

Selection of herbal and fruit teas

'CLEAN AND LEAN BREAKFAST' *$$$*

Warm H2O with lemon wedges

Bodyism Body Brilliance Drink containing
Cinnamon and Guarana to boost metabolism

Toasted Sprout Bread

Two Poached Eggs, Wilted Kale and
House Cured Salmon

EGGS

Organic 3 Egg Omelette
Tomato, mushroom, smoked ham,
red onion, asparagus, Meredith's
goat's cheese, and cheddar *$$$*

(Choice of 3)
Hayman's Eggs Benedict,
Toasted Sourdough,
Tomato Chutney,
Hollandaise Sauce
Baby Spinach and Wild Mushrooms (V)
Shaved leg ham
Smoked ocean trout

Organic Eggs served the way you like:
Fried–sunny side up
Fried–over easy
Fried–well done
Boiled–minutes
Scrambled
Poached

All egg dishes are served with
roasted vine cherry tomatoes,
mushrooms,
hash browns

Additional:
Saute Mushrooms with Thyme
Homemade Baked Beans
Hash Browns
Smoked Bacon: Streaky or back
Smoked Salmon,
Ocean Trout
Victor Churchill Pork Sausages

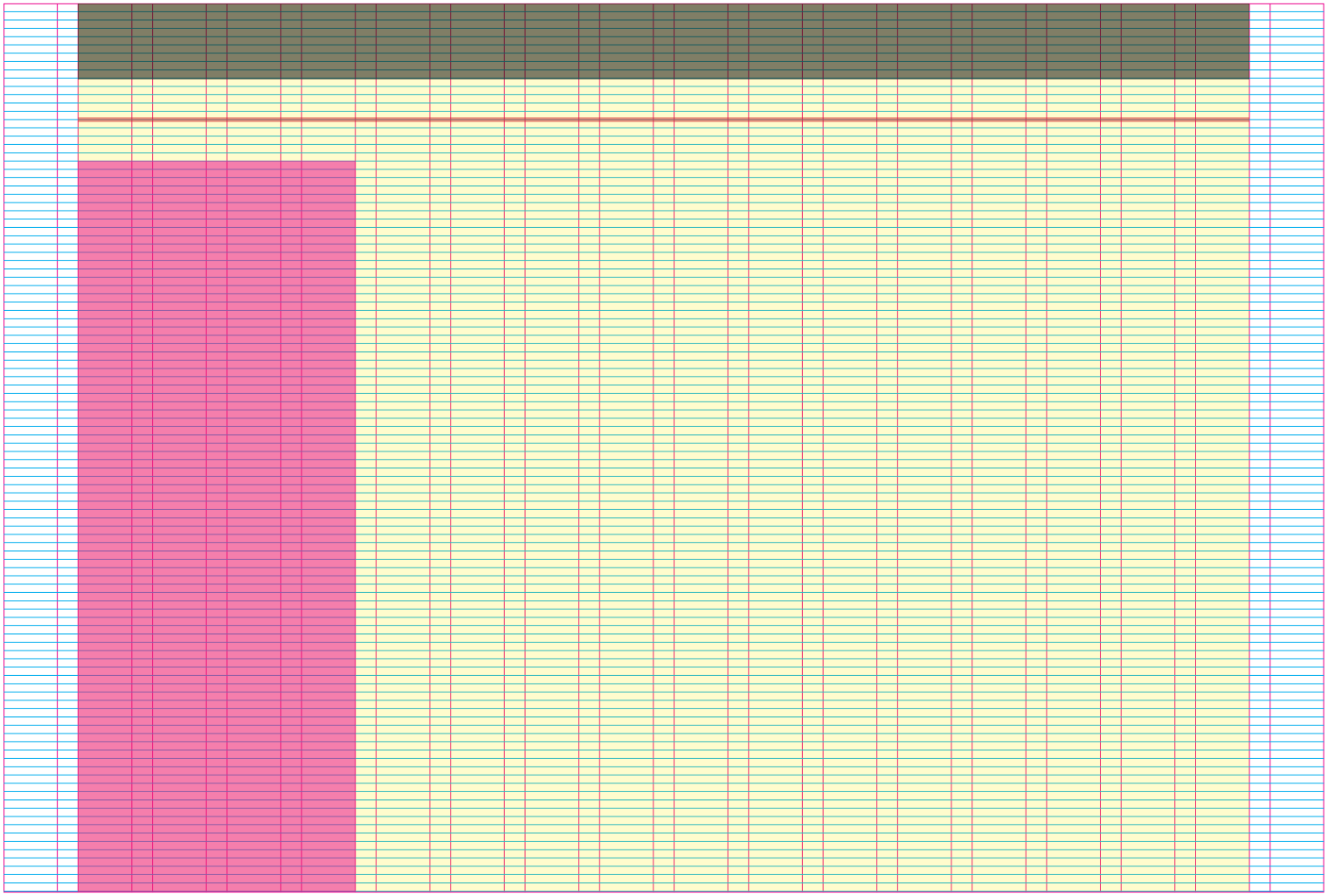
SUB-SECTIONS OF MENU ARE SET IN ALRIGHT SANS BOLD UPPERCASE 8 POINT OVER 9.5 POINT LINE SPACING

PRICES SET IN BASKERVILLE OO ITALIC 8 POINT OVER 9.5 POINT LINE SPACING +15 TRACKING

OVERALL SIZE IS A4 POSITIONED HORIZONTAL

COLLATERAL

In-Room Booklets – Dining Booklet (Grid)



Indicates live area where all text should sit inside.

Indicates one text column width.

Indicates one title area for menu sections.

Indicates where rule lives between title and menu items.

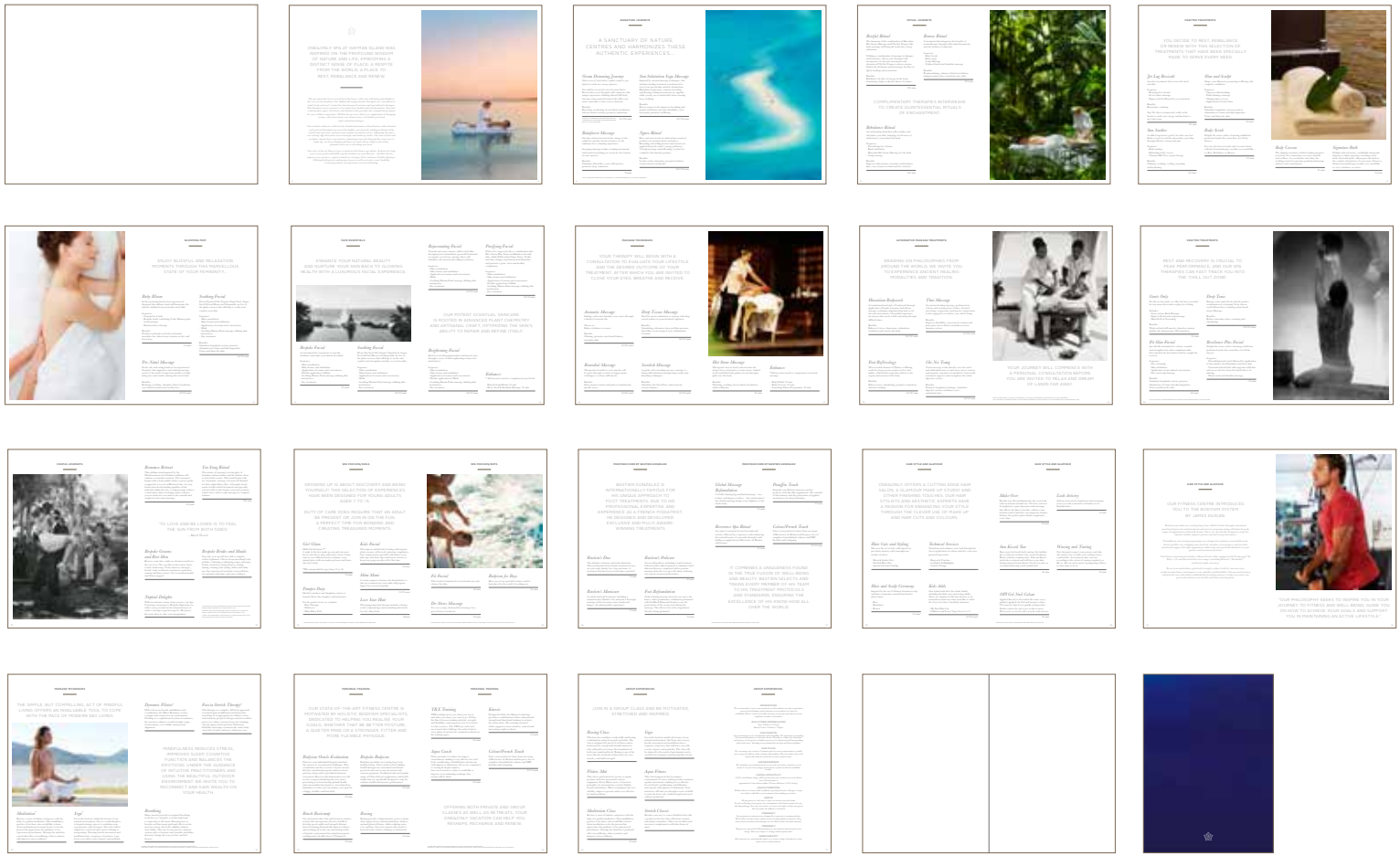
ALL TEXT SHOUD BE SET TO BASELINE GRID

COLLATERAL

In-Room Booklets – Spa Booklet

OVERVIEW

The second part of the two-piece in-room booklet system. Provides guests with a comprehensive overview of spa treatments, wellness options and fitness offerings.



COLLATERAL

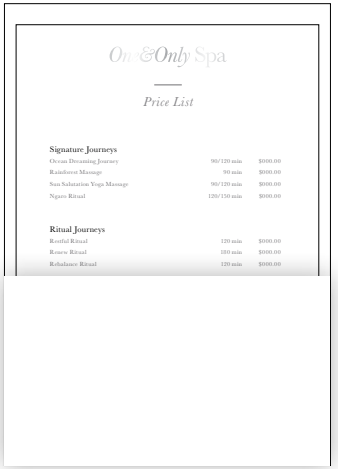
In-Room Booklets – Spa Booklet

SPA PRICE LIST

PRINT SPECIFICATION

Total Pages – 4
Size – Folded: 140mm x 203mm / Unfolded: 280mm x 203mm
Stock – Mohawk Superfine White Smooth
Weight – 148gsm/100# Text
Colour – 1/1 PMS Cool Gray 11 U

FRONT COVER


One&Only Spa
Price List
Signature Journeys
Ocean Dreaming Journey 90/120 min $000.00
Rainforest Massage 90 min $000.00
Sun Salutation Yoga Massage 90/120 min $000.00
Ngaro Ritual 120/150 min $000.00
Ritual Journeys
Restful Ritual 120 min $000.00
Renew Ritual 180 min $000.00
Rebalance Ritual 120 min $000.00

INSIDE FRONT COVER WITH POCKET FOR PRICELIST

Hair Style and Glamour

Hair Cuts and Styling		$000.00
Hair and Scalp Ceremony		$000.00
Technical Services		$000.00
Kids Adds	60/90 min	$000.00
Make Over	60 min	$000.00
Sun Kissed Tan	30 min	$000.00
OPI Gel Nail Colour	30 min	$000.00
Lash Artistry	15 min	$000.00
Waxing and Tinting	30 min	$000.00

Mind and Body

Meditation		$000.00
Yoga		$000.00
Dynamic Pilates		$000.00
Fascia Stetch Therapy	60/90 min	$000.00
Breathing	60 min	$000.00

Group Experiences

Boxing Class		$000.00
Pilates Mat		$000.00
Meditation Class		$000.00
Yoga		$000.00
Aqua Fitness		$000.00
Stretch Classic		$000.00

ALL PRICES ARE IN AUD AND SUBJECT TO GST AND SERVICE CHARGE

One&Only Spa

Price List

Signature Journeys

Ocean Dreaming Journey	90/120 min	$000.00
Rainforest Massage	90 min	$000.00
Sun Salutation Yoga Massage	90/120 min	$000.00
Ngaro Ritual	120/150 min	$000.00

Ritual Journeys

Restful Ritual	120 min	$000.00
Renew Ritual	180 min	$000.00
Rebalance Ritual	120 min	$000.00

Crafted Treatments

Jet Lag Revivalt	60 min	$000.00
Sun Soother	60 min	$000.00
Slim and Sculpt	90 min	$000.00
Body Scrub	30 min	$000.00
Body Cocoon	45 min	$000.00
Signature Bath	30 min	$000.00

Blooming Mum

Baby Bloom	2 hours	$290.00
Soothing Facial	2 hours	$290.00
Pre-Natal Massage	2 hours	$290.00

ALL PRICES ARE IN AUD AND SUBJECT TO GST AND SERVICE CHARGE

Face Essentials

Bespoke Facial	90 min	$000.00
Soothing Facial	60/90 min	$000.00
Rejuvenating Facial	60/90 min	$000.00
Purifying Facial	60/90 min	$000.00
Brightening Facial	60/90 min	$000.00
ENHANCE		
Hair and Scalp Ritual	30 min	$000.00
Back, Neck and Shoulder Massage	30 min	$000.00

Massage Techniques

Aromatic Massage	60/90 min	$000.00
Deep Tissue Massage	2 hours	$000.00
Remedial Massage	2 hours	$000.00
Swedish Massage	2 hours	$000.00
Hot Stone Massage	2 hours	$000.00
ENHANCE		
Body Polish	30 min	$000.00
Body Cocoon	45 min	$000.00
Stretch Fitness Programme	60 min	$000.00

Alternate Massage Treatments

Hawaiian Bodywork	90/120 min	$000.00
Thai Massage	90/120 min	$000.00
Foot Reflexology	60/90 min	$000.00
Chi Nei Tsang	60/90 min	$000.00

Men Zone

Gents Only	90 min	$000.00
Fit Skin Facial	60 min	$000.00
Deep Tonic	60/90 min	$000.00
Resilience Plus Facial	90 min	$000.00

ALL PRICES ARE IN AUD AND SUBJECT TO GST AND SERVICE CHARGE

Couple Journeys

Romance Retreat	150 min	$000.00
Yin-Yang Ritual	120 min	$000.00
Bespoke Grooms and Best Men		$000.00
Bespoke Brides and Maids		$000.00
Nuptial Delights		$000.00

Spa for Kids/Girls

Girl Glam	30 min	$000.00
Kids Facial	45 min	$000.00
Mini Mani	15/25 min	$000.00
Love your Hair	30 min	$000.00
Pamper Duty		$000.00

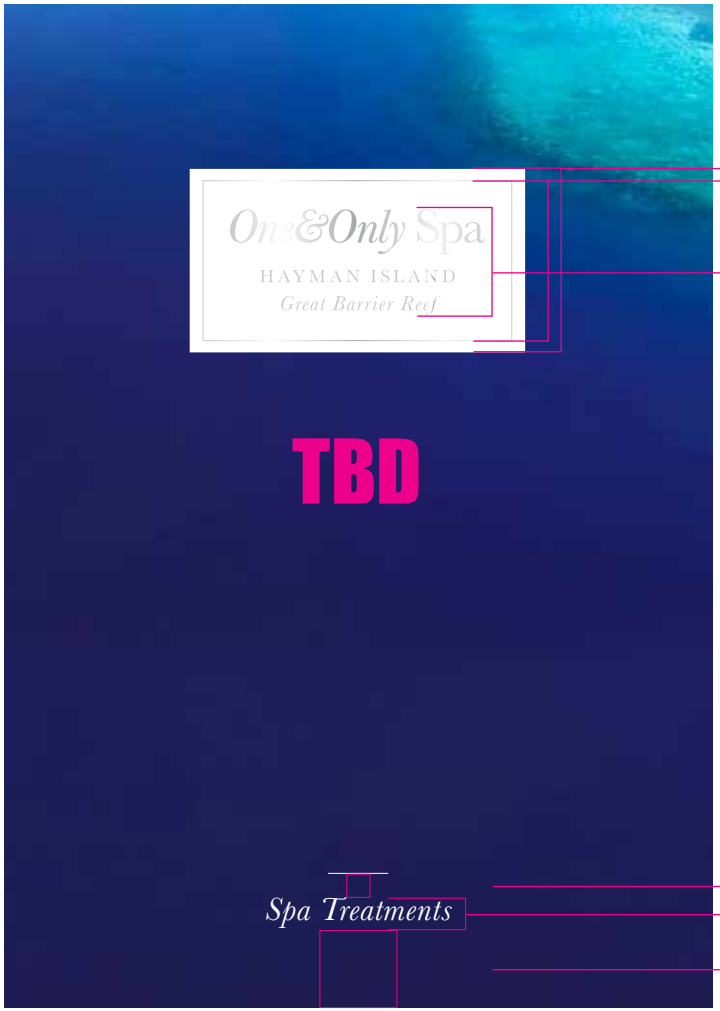
Spa for Kids/Boys

Fit Facial	90/120 min	$000.00
De-Stress Massage	90/120 min	$000.00
Bodyism for Boys	60/90 min	$000.00

Pedi: Mani: Cure by Bastien Gonzalez

Bastein's Duo	75 min	$000.00
Bastein's Manicure	75 min	$000.00
Bastein's Pedicure	60 min	$000.00
Foot Refoundation	35 min	$000.00
Global Massage Refoundation	35 min	$000.00
Paraffin Touch	20 min	$000.00
Reverence Spa Ritual	45 min	$000.00
Colour/ French Touch	20/30 min	$000.00

ALL PRICES ARE IN AUD AND SUBJECT TO GST AND SERVICE CHARGE



WHITE BOX IS
67 MM WIDTH X
39 MM HEIGHT

SILVER OUTLINED
BOX 62 MM WIDTH X
34 MM HEIGHT

SILVER OUTLINED
BOX 62 MM WIDTH X
34 MM HEIGHT

RULE SITS 5 MM ABOVE
TITLES CAP HEIGHT

RULE IS .5 PT

TITLE IS SET IN
BASKERVILLE OO
ITALIC UPPER/LOW-
ERCASE 20 POINTS
WITH +20 TRACKING

TITLE SITS 16 MM
FROM THE BOTTOM
OF THE PAGE

OVERALL SIZE IS A5

COLLATERAL

In-Room Booklets – Spa Booklet (Specs)

RESORT ICON SITS 26 MM FROM THE TOP OF THE PAGE CENTERED

RESORT ICON IS 10MM IN HEIGHT, NO LARGER OR SMALLER

TEXT SITS 13 MM BELOW RESORT ICON

CALL OUT TEXT IS SET IN ALRIGHT SANS REGULAR 16 POINTS WITH 18 POINTS LINE SPACING AND + 70 TRACKING

RULE IS .5 POINTS AND 25 MM IN LENGTH, IT SITS EQUALLY 11.5 MM IN BETWEEN TEXT BLOCKS

BODY COPY IS SET IN BASKERVILLE OO REGULAR UPPER/LOWERCASE 8 POINTS WITH 9.5 POINTS LINE SPACING

PAGE NUMBERS ARE SET IN BASKERVILLE OO REGULAR 7 POINTS

MARGINS ARE 7.62 MM ALL AROUND

BLEED IS 3.175 MM ALL AROUND

ONE&ONLY SPA AT HAYMAN ISLAND WAS INSPIRED ON THE PROFOUND WISDOM OF NATURE AND LIFE, EMBODYING A DISTINCT SENSE OF PLACE; A RESPITE FROM THE WORLD; A PLACE TO REST, REBALANCE AND RENEW.
'The spa menu has been created from the heart; with your well-being and delight at the core of our intention. Our skilled and compassionate therapists are 'attendants to mind, body and soul,' trained in time honoured customs and specialized techniques. The therapies weave a journey of reconnection, health and transformation. Step into a harmonious space of textures and elements that provides the tranquil environment for your wellness experience. Within the spa area, there is a complement of changing rooms, a dry heat sauna, wet steam room, cool vitality pool and quiet relaxation lounges.
Our exclusive skincare collection by Amala harmonizes refined luxury with artisanal craft and each formula is powered by highly concentrated, intelligent blends of the world's most precious, nutrient-rich, organic botanical actives. Adjoining the spa is our cutting edge hair salon, brow boutique and make up studio. Our hair stylists and aesthetic experts have a passion for enhancing your style through the clever use of make up, eye brow shaping and hair cuts and colours. Enjoy a bit of fun, glamour and even a refreshing new look.
Our state of the art fitness center is motivated by fitness specialists, dedicated to help you set your goals and fulfill a perfect balance in your lifestyle – whether that be improve your posture, a quieter mind or a stronger, fitter and more flexible physique. Offering both private and group classes as well as retreats, your One&Only vacation promises an experience in total well-being.
4
5

SECTION TITLING IS SET IN ALRIGHT SANS BOLD 8 POINTS WITH 16 POINT LINE SPACING +50 TRACKING

RULE IS .5 POINTS AND NO LONGER THAN 16 MM IN WIDTH

TITLING IS SET IN BASKERVILLE OO ITALIC 15 POINTS WITH 17 POINT LINE SPACING +20 TRACKING

SUB TITLING IS SET IN BASKERVILLE OO ITALIC 8 POINTS WITH 9.5 POINT LINE SPACING +15 TRACKING

SUB TEXT IS SET IN ALRIGHT SANS REGULAR 4 POINTS WITH 6 POINT LINE SPACING +50 TRACKING

SIGNATURE JOURNEYS

A SANCTUARY OF NATURE CENTRES AND HARMONIZES THESE AUTHENTIC EXPERIENCES....

Ocean Dreaming Journey

Warm waves of touch deliver complete comfort as you drift into a whole new sensory experience ...

You will be escorted to our Coconut Grove Beach where your therapist will commence this unique experience utilizing tailored full body massage using warm botanical oils while your senses surrender to the ocean's elements.

Benefits:
Restoring, awakening, boosts blood circulation, releases muscle tension, promotes relaxation.

90/120 min

SUBJECT TO WEATHER CONDITIONS AND SEA TIDE. *SWIMMING SUIT REQUIRED. SUNSCREEN PROVIDED PRIOR TO YOUR TREATMENT.

Sun Salutation Yoga Massage

Inspired by oriental massage techniques, this absolute healing treatment is performed in one of our spectacular outdoor destinations. Rhythmic acupressure, assisted stretching and flowing rocking movements are applied while you lay on a comfortable futon wearing loose clothing.

Benefits:
Boosts energy levels, improves breathing and muscle relaxation, increases flexibility, eases back pain, promotes wellbeing.

90/120 min

Rainforest Massage

Our Spa cabana located in the canopy of the rainforest and the chorus of nature set the ambiance for a stunning experience.

Sweeping massage strokes, rocking movements and assisted stretching are used ease the tension of your muscles.

Benefits:
Stimulates blood flow, eases stiff muscles, promotes deep relaxation.

90min

Ngaro Ritual

Rare and sacred oils are infused into steamed poultices of aromatic herbs and spices. Kneading and rolling motion movements are applied along the body's energy pathways. A Scalp massage and reflexology on the feet completes this timeless journey.

Benefits:
Soothes aches and pains, promotes balance, warms muscles and joints.

120/150 min

*NOTE: THERAPIES MARKED WITH AN ASTERIX (*) CAN BE PERFORMED AS A COUPLE'S TREATMENT

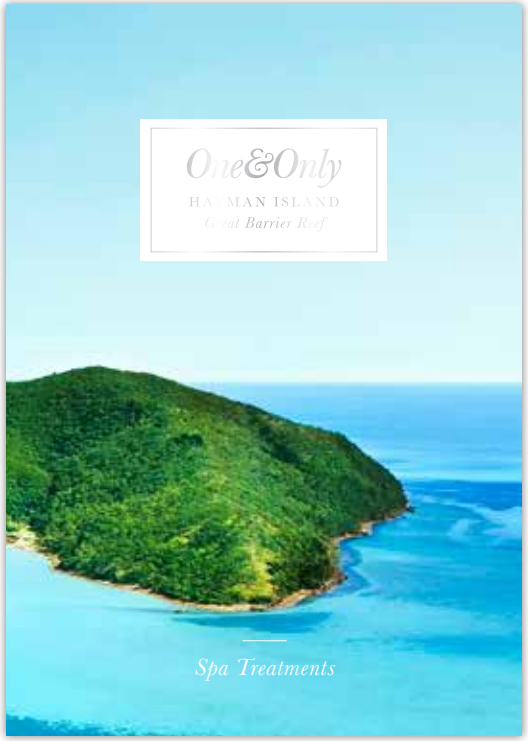
6

COLLATERAL

In-Room Booklets – Spa Booklet (with Cover and Price List)

FRONT COVER (BREAKDOWN)

The inside front cover of the Spa Treatments Booklet has a pocket that holds the Spa Price List. As prices change, this price list is easy to re-print and replace.



FRONT COVER

One&Only Spa

Price List

Signature Journeys

Ocean Dreaming Journey	90/120 min	$000.00
Rainforest Massage	90 min	$000.00
Sun Salutation Yoga Massage	90/120 min	$000.00
Ngaro Ritual	120/150 min	$000.00

Ritual Journeys

Restful Ritual	120 min	$000.00
Renew Ritual	180 min	$000.00
Rebalance Ritual	120 min	$000.00

INSIDE FRONT COVER
(POCKET FOLDER)

Hair Style and Glamour

Hair Cuts and Styling		$000.00
Hair and Scalp Ceremony		$000.00
Technical Services		$000.00
Kids Adds	60/90 min	$000.00
Make Over	60 min	$000.00
Sun Kissed Tan	30 min	$000.00
OPI Gel Nail Colour	30 min	$000.00
Lash Artistry	15 min	$000.00
Waxing and Tinting	30 min	$000.00

Mind & Body

Meditation		$000.00
Yoga		$000.00
Dynamic Pilates		$000.00
Fascia Stetch Therapy	60/90 min	$000.00
Breathing	60 min	$000.00

Group Experiences

Boxing Class		$000.00
Pilates Mat		$000.00
Meditation Class		$000.00
Yoga		$000.00
Aqua Fitness		$000.00
Stretch Classic		$000.00

ALL PRICES ARE IN USD AND SUBJECT TO GST AND SERVICE CHARGE

One&Only Spa

Price List

Signature Journeys

Ocean Dreaming Journey	90/120 min	$000.00
Rainforest Massage	90 min	$000.00
Sun Salutation Yoga Massage	90/120 min	$000.00
Ngaro Ritual	120/150 min	$000.00

Ritual Journeys

Restful Ritual	120 min	$000.00
Renew Ritual	180 min	$000.00
Rebalance Ritual	120 min	$000.00

Crafted Treatments

Jet lag Revivalt	60 min	$000.00
Sun Soother	60 min	$000.00
Slim and Sculpt	90 min	$000.00
Body Scrub	30 min	$000.00
Body Cocoon	45 min	$000.00
Signature Bath	30 min	$000.00

Blooming Mum

Baby Bloom	2 hours	$290.00
Soothing Facial	2 hours	$290.00
Pre-Natal Massage	2 hours	$290.00

ALL PRICES ARE IN USD AND SUBJECT TO GST AND SERVICE CHARGE

Face Essentials

Bespoke Facial	90 min	$000.00
Soothing Facial	60/90 min	$000.00
Rejuvenating Facial	60/90 min	$000.00
Purifying Facial	60/90 min	$000.00
Brightening Facial	60/90 min	$000.00

ENHANCE

Hair and Scalp Ritual	30 min	$000.00
Back, Neck and Shoulder Massage	30 min	$000.00

Massage Techniques

Aromatic Massage	60/90 min	$000.00
Deep Tissue Massage	2 hours	$000.00
Remedial Massage	2 hours	$000.00
Swedish Massage	2 hours	$000.00
Hot Stone Massage	2 hours	$000.00

ENHANCE

Body Polish	30 min	$000.00
Body Cocoon	45 min	$000.00
Stretch Fitness Programme	60 min	$000.00

Alternate Massage Treatments

Hawaiian Bodywork	90/120 min	$000.00
Thai Massage	90/120 min	$000.00
Foot Reflexology	60/90 min	$000.00
Chi Nei Tsang	60/90 min	$000.00

Men Zone

Gents Only	90 min	$000.00
Fit Skin Facial	60 min	$000.00
Deep Tonic	60/90 min	$000.00
Resilience Plus Facial	90 min	$000.00

ALL PRICES ARE IN USD AND SUBJECT TO GST AND SERVICE CHARGE

Couple Journeys

Romance Retreat	150 min	$000.00
Yin-Yang Ritual	120 min	$000.00
Bespoke Grooms and Best Men		$000.00
Bespoke Brides and Maids		$000.00
Nuptial Delights		$000.00

Spa for Kids/Girls

Girl Glam	30 min	$000.00
Kids Facial	45 min	$000.00
Mini Mani	15/25 min	$000.00
Love your Hair	30 min	$000.00
Pamper Duty		$000.00

Spa for Kids/Boys

Fit Facial	90/120 min	$000.00
De-Stress Massage	90/120 min	$000.00
Bodyism for Boys	60/90 min	$000.00

Pedi: Mani: Cure by Bastien Gonzalez

Bastein's Duo	75 min	$000.00
Bastein's Manicure	75 min	$000.00
Bastein's Pedicure	60 min	$000.00
Foor Refoundation	35 min	$000.00
Global Massage Refoundation	35 min	$000.00
Paraffin Touch	20 min	$000.00
Reverence Spa Ritual	45 min	$000.00
Colour/ French Touch	20/30 min	$000.00

ALL PRICES ARE IN USD AND SUBJECT TO GST AND SERVICE CHARGE

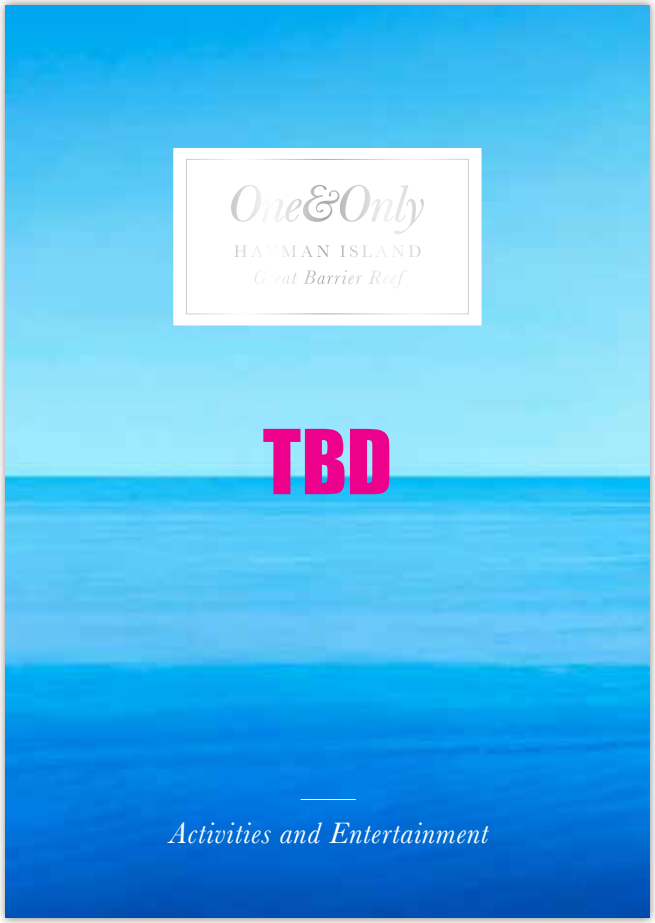
COLLATERAL

In-Room Booklets – Activities and Entertainment Booklet

ACTIVITIES BOOKLET

PRINT SPECIFICATION

Total Pages – 48 + Covers
Size – A5 148mm x 210mm
Stock – Mohawk Superfine White Smooth
Weight – Cover: 270gsm/100# Cover / Interior: 118gsm/80# Text
Colour – Cover: 4 Colour Process + Kurz 377 foil stamp /
Interior: 4 Colour Process + PMS Cool Gray 11 U
Finishing: Saddle Stitch

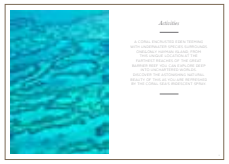


COLLATERAL

In-Room Booklets – Activities and Entertainment Booklet

OVERVIEW

Provides guests with a comprehensive overview of activities, excursions, restaurants and bars, spa offerings and retail shops.



COLLATERAL

Breakfast Menu

OVERVIEW

Designed to further improve and simplify one of the most essentials elements of every guest's stay: the on-door breakfast ordering menu.

'FARMED BLACK PEARL CAVIAR'

'Indulge yourself with Farmed Black Pearl Caviar'

Traditionally the term caviar refers only to roe from wild sturgeon in the Caspian and Black sea (Beluga, Osietra and Sevruga caviars). Depending on the country, caviar may also be used to describe the roe of other fish such as salmon, steelhead trout, trout, lumpfish, whitefish and other species of sturgeon.

The four main types of caviar are Beluga, Sterlet, Osetra, and Sevruga. The rarest and costliest is from beluga sturgeons that swim in the Caspian Sea, which is bordered by Iran, Kazakhstan, Russia, Turkmenistan and Azerbaijan. Wild caviar production was suspended in Russia between 2008 and 2011 to allow wild stocks to replenish. Azerbaijan and Iran also allow the fishing of sturgeon off their coasts. Beluga caviar is prized for its soft, extremely large (pea-size) eggs. It can range in colour from pale silver-gray to black. It is followed by the small golden Sterlet caviar which is rare and was once reserved for Russian, Iranian and Austrian royalty. Next in quality is the medium-sized, gray to brownish Osietra (Osietra), and the last in the quality ranking is smaller, grey Sevruga caviar.

GOURMET HOUSE
30 grams — USD 250$

BLACK PEARL OSIETRA
30 grams — USD 190$

BLACK PEARL ROYAL STURGEON
30 grams — USD 130$

CAVIAR CONDIMENTS:

Grated Egg White and Egg Yolk
Diced Shallots
Chives
Sour Cream
Homemade Buckwheat Blinis

AVAILABLE FROM 6AM-12PM

Please place this card on the outside of your door by 12.00 midnight and contact Hayman Island Concierge to confirm your order has been placed by pressing the button on your phone or dialing 2.

One&Only
HAYMAN ISLAND
Great Barrier Reef

Breakfast

☐ **CONTINENTAL BREAKFAST** *$$$*

Selection of Freshly Squeezed Juices:
Watermelon,
Orange,
Pineapple
Mango

Home Baked Danish, Croissant, Muffin and Rye Bread Local butters, jams and Australian honey

Seasonal Fruit, Exotic Berries

Choice of freshly brewed coffee, decaffeinated coffee or fine teas – selection next page

☐ **WELL BEING BREAKFAST** *$$$*

Selection of Freshly Squeezed Juices:
Watermelon,
Orange,
Pineapple
Mango

Low fat yoghurt, homemade granola (N)

Seasonal fruit, berries compote

Choice of:
☐ Muesli (N)
☐ All-Bran

With:
☐ Skim Milk
☐ Soy milk

Organic Eggs of your choice:
Scrambled Egg White, smoked salmon, grilled asparagus, toasted rye bread
OR
Egg White Omelette, shallots, baby spinach, vine cherry tomato (V)

Selection of herbal and fruit teas – selection next page

☐ **ENGLISH BREAKFAST** *$$$*

Selection of freshly squeezed juices;
Watermelon
Orange
Pineapple
Mango

Home Baked Danish, Croissant, Muffin and Rye Bread

Local butters, jams and Australian honey

Homemade Bircher Muesli

Seasonal Fruit Plate, Exotic Berries

Choice of 2 free range eggs:
☐ Fried
☐ Poached
☐ Boiled
☐ Soft
☐ Med
☐ Hard

Smoked bacon, pork sausage, wild mushrooms, hash browns, baked beans

Choice of freshly brewed coffee, decaffeinated coffee or fine teas – selection next page

☐ **'CLEAN AND LEAN BREAKFAST'** *$$$*

Warm H2O with lemon wedges

Bodyism Body Brilliance Drink containing Cinnamon and Guarana to boost metabolism

Toasted Sprout Bread

Two Poached Eggs, Wilted Kale and House Cured Salmon

NAME _____

ROOM _____

NUMBER OF PERSONS _____

TIME _____

MORNING FAVOURITES

☐ *Aramouth and Goji Berry Muesli*
fresh berries, coconut yoghurt, raw honey (GF) (DF) *$$$*

☐ *Hayman Pancakes*
whipped cream, homemade chocolate sauce, caramelized banana *$$$*

☐ *Buckwheat and Blueberry Pancakes,*
Organic Quirk (G/F) *$$$*

☐ *Belgium waffles*
poached strawberries, clotted cream *$$$*

☐ *French Toast*
fronty crusted brioche, maple syrup, vanilla and mascarpone yoghurt *$$$*

☐ *Squid Ink bagel*
Smoked Ocean Trout,cream cheese, rocket *$$$*

☐ *Maple Syrup Glazed Bacon*
pecans, toasted muffin (N) *$$$*

☐ *Sweetcorn Fritters*
chorizo, grilled halloumi, labneh *$$$*

☐ *Quinoa and Salmon*
Kedgiree, spiced quinoa, baby spinach, flaked salmon, lemon wedges *$$$*

☐ Crushed Avocado, feta cheese, spiced tomato chutney, toasted rye bread (V)

☐ *One&Only Pan Breakfast:*
Fried Egg, cheese kranskies, mushrooms, baby spinach, roasted cherry tomatoes, grilled sourdough bread *$$$*

EGGS

☐ *Organic 3-Egg Omelet*
Tomato, mushroom, smoked ham, red onion, asparagus, Meredith's goat's cheese, and cheddar *(Choice of 3) $$$*

☐ Hayman's Eggs Benedict, Toasted Sourdough, Tomato Chutney, Hollandaise Sauce

Baby Spinach and Wild Mushrooms (V)

Shaved leg ham

Smoked ocean trout

☐ *Organic Eggs served the way you like: $$$*
☐ Fried-sunny side up
☐ Fried-over easy
☐ Fried-well done
☐ Boiled-minutes
☐ Scrambled
☐ Poached

All egg dishes are served with toasted vine cherry tomatoes, mushrooms, hash browns

Additional:
☐ Saute Mushrooms with Thyme *$$$*
☐ Homemade Baked Beans *$$$*
☐ Hash Browns *$$$*
☐ Smoked Bacon: Streaky or back *$$$*
☐ Smoked Salmon, Ocean Trout *$$$*
☐ Victor Churchill Pork Sausages *$$$*

Please inform your host if you have any dietary requirements.
(V) Vegetarian (N) Contains Nuts (GF) Gluten Free (LN) Lean and Clean

BREAD

☐ Sourdough *$$$*
☐ Assorted Rolls *$$$*
☐ White Toast *$$$*
☐ Multi Grain Toast *$$$*
(served with Butter, Jams and Honey)

DANISH AND PASTRIES

☐ Croissants *$$$*
☐ Pain Au Chocolat *$$$*
☐ Selection of Danishes *$$$*
(served with Butter, Jams and Honey)

YOGHURT

☐ Natural *$$$*
☐ Vanilla *$$$*
☐ Strawberry *$$$*
☐ Passion Fruit *$$$*
☐ Mango *$$$*

FRUIT

☐ Seasonal Fruit Plate *$$$*
☐ *Fresh Berries:*
Raspberries, Blueberries, Strawberries with lime crème fraiche and fresh honeycomb *$$$*
☐ *Selection of seasonal fruits*
with mint syrup, roasted coconut *$$$*
☐ *Granola Parfait,*
mango coulis, vanilla yoghurt, dried mango (N) *$$$*

CEREALS

☐ Homemade granola *$$$*
☐ Cornflakes *$$$*
☐ All-Bran *$$$*
☐ Special K *$$$*
☐ Nutri- Grain *$$$*
☐ Sultana Bran *$$$*
☐ Coco Pops *$$$*
☐ Oats *$$$*
Served: ☐ Cold ☐ Hot
With: ☐ Ful cream ☐ Skim milk

JUICE

Your choice of freshly squeezed Fruit or Vegetable juices
☐ Orange*$$$*
☐ Granny Smith Apple *$$$*
☐ Pink Grapefruit *$$$*
☐ Pineapple *$$$*
☐ Watermelon *$$$*
☐ Carrot *$$$*
☐ Mixed Fruit *$$$*
☐ Celery *$$$*

HOT BEVERAGES

(Choice of one per person)
☐ Espresso *$$$*
☐ American Coffee *$$$*
☐ Cappuccino *$$$*
☐ Latte *$$$*
☐ Decaffeinated *$$*
☐ Hot Chocolate *$$$*
☐ Green Tea *$$$*
☐ English Breakfast *$$$*
☐ Geisha Blossom *$$$*
☐ ChamomileRed of Africa *$$$* (Caffeine Free)
☐ Earl Grey *$$$*
☐ Imperial Oolong *$$$*
☐ Moroccan Mint Tea *$$$*
☐ Sencha *$$$*
☐ Lemon Bush (Caffeine Free) *$$$*
☐ Jasmine *$$$*
☐ Chocolate Black Tea *$$$*

Served with:
☐ Full Cream Milk
☐ Skimmed Milk
☐ Almond Milk
☐ Soy Milk

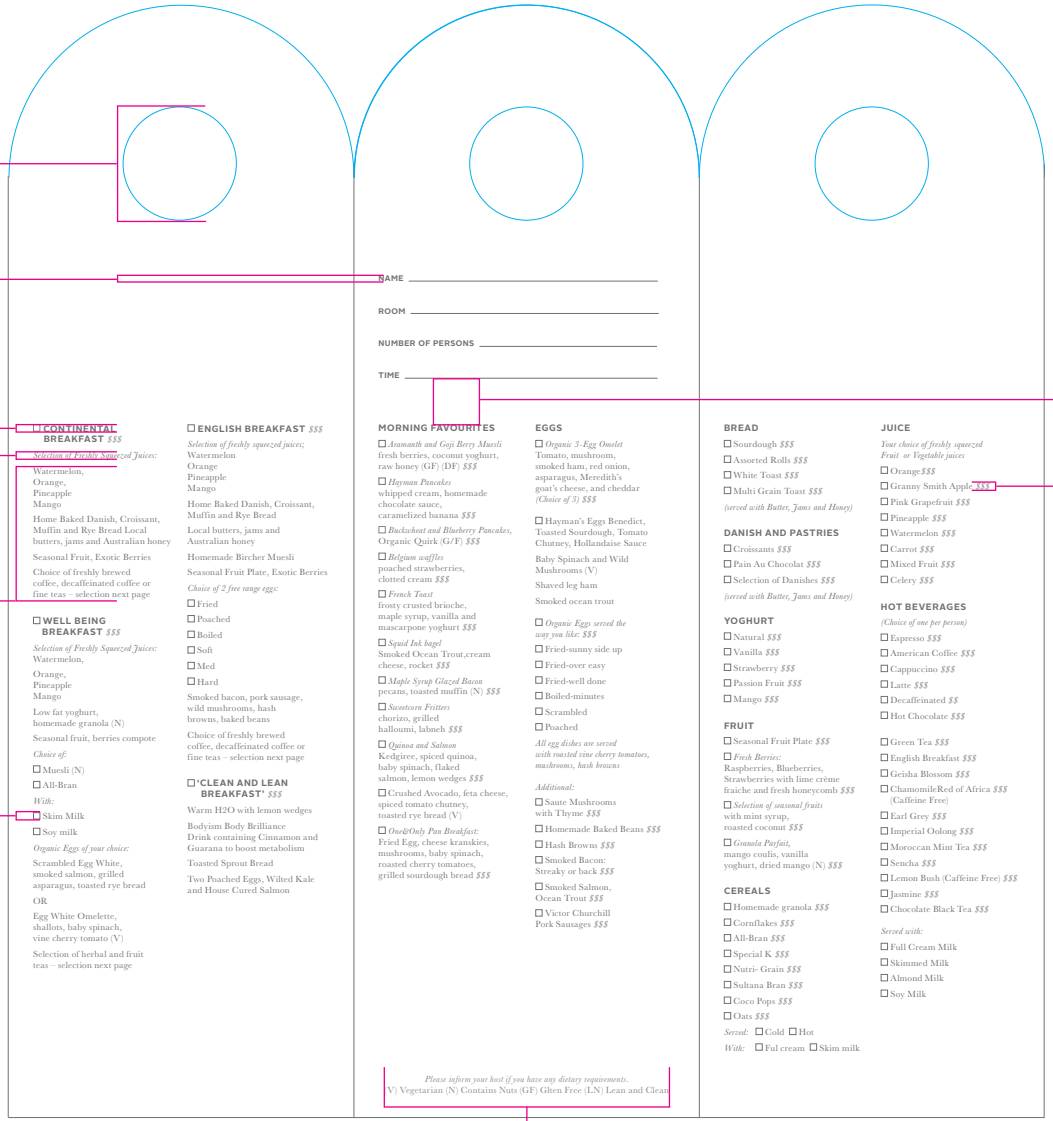
BREAKFAST MENU

PRINT SPECIFICATION

Size – Folded: 105mm x 340mm / Unfolded: 315mm x 340mm
Stock – Mohawk Superfine White Smooth
Weight – 148gsm/100# Text
Colour – 2 Colour PMS Cool Gray 11 U and PMS 572 U
Finishing: Die cut top and circle

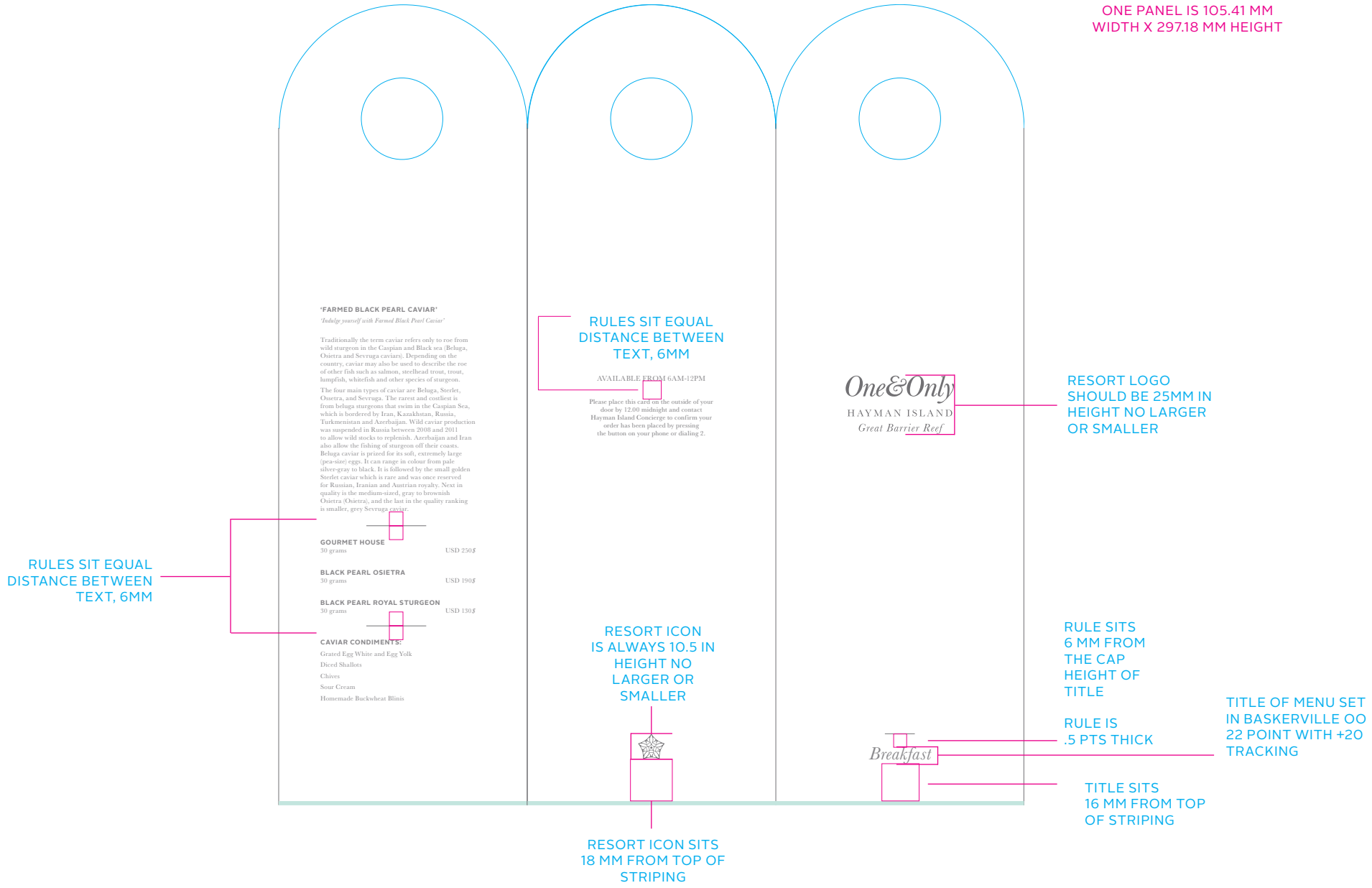
COLLATERAL

Breakfast Menu (Specs)


DIAMETER OF DIE-CUT FOR KNOB IS 35 MM
GUEST INFORMATION SET IN ALRIGHT SANS BOLD 8 POINT +50 TRACKING
SUB-SECTIONS OF MENU ARE SET IN ALRIGHT SANS UPPERCASE 8 POINT OVER 9.5 POINT LINE SPACING
MENU ITEM TITLES OR LANGUAGE SUCH AS "CHOICE OF" SET IN BASKERVILLE OO ITALIC 8 POINT OVER 9.5 POINT LINE SPACING +20 TRACKING
SUB TITLE FOR LETTER SET IN BASKERVILLE OO ALL CAPS 8 POINT + 50 TRACKING
SQUARE CHECK OFF BOXES 2MM ALL AROUND
ONE PANEL IS 105.41 MM WIDTH X 297.18 MM HEIGHT
MENU ITEMS SIT 14 MM BELOW GUEST INFORMATION
PRICES SET IN BASKERVILLE OO ITALIC 8 POINT OVER 9.5 POINT LINE SPACING +15 TRACKING
NAME
ROOM
NUMBER OF PERSONS
TIME
CONTINENTAL BREAKFAST $$$
Selection of Freshly Squeezed Juices:
Watermelon,
Orange,
Pineapple
Mango
Home Baked Danish, Croissant, Muffin and Rye Bread Local butters, jams and Australian honey
Seasonal Fruit, Exotic Berries
Choice of freshly brewed coffee, decaffeinated coffee or fine teas – selection next page
WELL BEING BREAKFAST $$$
Selection of Freshly Squeezed Juices:
Watermelon,
Orange,
Pineapple
Mango
Low fat yoghurt, homemade granola (N)
Seasonal fruit, berries compote
Choice of:
Muesli (N)
All-Bran
With:
Skim Milk
Soy milk
Organic Eggs of your choice:
Scrambled Egg White, smoked salmon, grilled asparagus, toasted rye bread
OR
Egg White Omelette, shallots, baby spinach, vine cherry tomato (V)
Selection of herbal and fruit teas – selection next page
ENGLISH BREAKFAST $$$
Selection of freshly squeezed juices;
Watermelon
Orange
Pineapple
Mango
Home Baked Danish, Croissant, Muffin and Rye Bread
Local butters, jams and Australian honey
Homemade Bircher Muesli
Seasonal Fruit Plate, Exotic Berries
Choice of 2 free range eggs:
Fried
Poached
Boiled
Soft
Med
Hard
Smoked bacon, pork sausage, wild mushrooms, hash browns, baked beans
Choice of freshly brewed coffee, decaffeinated coffee or fine teas – selection next page
'CLEAN AND LEAN BREAKFAST' $$$
Warm H2O with lemon wedges
Bodyism Body Brilliance Drink containing Cinnamon and Guarana to boost metabolism
Toasted Sprout Bread
Two Poached Eggs, Wilted Kale and House Cured Salmon
MORNING FAVOURITES
Aramanth and Goji Berry Muesli fresh berries, coconut yoghurt, raw honey (GF) (DF) $$$
Hayman Pancakes whipped cream, homemade chocolate sauce, caramelized banana $$$
Buckwheat and Blueberry Pancakes, Organic Quirk (G/F) $$$
Belgium waffles poached strawberries, clotted cream $$$
French Toast frosty crusted brioche, maple syrup, vanilla and mascarpone yoghurt $$$
Squid Ink bagel Smoked Ocean Trout,cream cheese, rocket $$$
Maple Syrup Glazed Bacon pecans, toasted muffin (N) $$$
Sweetcorn Fritters chorizo, grilled halloumi, labneh $$$
Quinoa and Salmon Kedgiree, spiced quinoa, baby spinach, flaked salmon, lemon wedges $$$
Crushed Avocado, feta cheese, spiced tomato chutney, toasted rye bread (V)
One&Only Pan Breakfast: Fried Egg, cheese kranskies, mushrooms, baby spinach, roasted cherry tomatoes, grilled sourdough bread $$$
EGGS
Organic 3-Egg Omelet Tomato, mushroom, smoked ham, red onion, asparagus, Meredith's goat's cheese, and cheddar (Choice of 3) $$$
Hayman's Eggs Benedict, Toasted Sourdough, Tomato Chutney, Hollandaise Sauce
Baby Spinach and Wild Mushrooms (V)
Shaved leg ham
Smoked ocean trout
Organic Eggs served the way you like: $$$
Fried-sunny side up
Fried-over easy
Fried-well done
Boiled-minutes
Scrambled
Poached
All egg dishes are served with roasted vine cherry tomatoes, mushrooms, hash browns
Additional:
Saute Mushrooms with Thyme $$$
Homemade Baked Beans $$$
Hash Browns $$$
Smoked Bacon: Streaky or back $$$
Smoked Salmon, Ocean Trout $$$
Victor Churchill Pork Sausages $$$
Please inform your host if you have any dietary requirements.
V) Vegetarian (N) Contains Nuts (GF) Gluten Free (LN) Lean and Clean
BREAD
Sourdough $$$
Assorted Rolls $$$
White Toast $$$
Multi Grain Toast $$$
(served with Butter, Jams and Honey)
DANISH AND PASTRIES
Croissants $$$
Pain Au Chocolat $$$
Selection of Danishes $$$
(served with Butter, Jams and Honey)
YOGHURT
Natural $$$
Vanilla $$$
Strawberry $$$
Passion Fruit $$$
Mango $$$
FRUIT
Seasonal Fruit Plate $$$
Fresh Berries: Raspberries, Blueberries, Strawberries with lime crème fraiche and fresh honeycomb $$$
Selection of seasonal fruits with mint syrup, roasted coconut $$$
Granola Parfait, mango coulis, vanilla yoghurt, dried mango (N) $$$
CEREALS
Homemade granola $$$
Cornflakes $$$
All-Bran $$$
Special K $$$
Nutri- Grain $$$
Sultana Bran $$$
Coco Pops $$$
Oats $$$
Served: Cold Hot
With: Ful cream Skim milk
JUICE
Your choice of freshly squeezed Fruit or Vegetable juices
Orange $$$
Granny Smith Apple $$$
Pink Grapefruit $$$
Pineapple $$$
Watermelon $$$
Carrot $$$
Mixed Fruit $$$
Celery $$$
HOT BEVERAGES
(Choice of one per person)
Espresso $$$
American Coffee $$$
Cappuccino $$$
Latte $$$
Decaffeinated $$
Hot Chocolate $$$
Green Tea $$$
English Breakfast $$$
Geisha Blossom $$$
ChamomileRed of Africa $$$ (Caffeine Free)
Earl Grey $$$
Imperial Oolong $$$
Moroccan Mint Tea $$$
Sencha $$$
Lemon Bush (Caffeine Free) $$$
Jasmine $$$
Chocolate Black Tea $$$
Served with:
Full Cream Milk
Skimmed Milk
Almond Milk
Soy Milk
SQUARE CHECK OFF BOXES 2MM ALL AROUND
*ALL COLOUR STRIPES ARE 2 MM

COLLATERAL

Breakfast Menu (Specs)


ONE PANEL IS 105.41 MM
WIDTH X 297.18 MM HEIGHT
'FARMED BLACK PEARL CAVIAR'
'Indulge yourself with Farmed Black Pearl Caviar'
Traditionally the term caviar refers only to roe from wild sturgeon in the Caspian and Black sea (Beluga, Osietra and Sevruga caviars). Depending on the country, caviar may also be used to describe the roe of other fish such as salmon, steelhead trout, trout, lumpfish, whitefish and other species of sturgeon.
The four main types of caviar are Beluga, Sterlet, Ossetra, and Sevruga. The rarest and costliest is from beluga sturgeons that swim in the Caspian Sea, which is bordered by Iran, Kazakhstan, Russia, Turkmenistan and Azerbaijan. Wild caviar production was suspended in Russia between 2008 and 2011 to allow wild stocks to replenish. Azerbaijan and Iran also allow the fishing of sturgeon off their coasts. Beluga caviar is prized for its soft, extremely large (pea-size) eggs. It can range in colour from pale silver-gray to black. It is followed by the small golden Sterlet caviar which is rare and was once reserved for Russian, Iranian and Austrian royalty. Next in quality is the medium-sized, gray to brownish Osietra (Osietra), and the last in the quality ranking is smaller, grey Sevruga caviar.
GOURMET HOUSE
30 grams
USD 250$
BLACK PEARL OSIETRA
30 grams
USD 190$
BLACK PEARL ROYAL STURGEON
30 grams
USD 130$
CAVIAR CONDIMENTS:
Grated Egg White and Egg Yolk
Diced Shallots
Chives
Sour Cream
Homemade Buckwheat Blinis
RULES SIT EQUAL DISTANCE BETWEEN TEXT, 6MM
RULES SIT EQUAL DISTANCE BETWEEN TEXT, 6MM
AVAILABLE FROM 6AM-12PM
Please place this card on the outside of your door by 12.00 midnight and contact Hayman Island Concierge to confirm your order has been placed by pressing the button on your phone or dialing 2.
One&Only
HAYMAN ISLAND
Great Barrier Reef
RESORT LOGO SHOULD BE 25MM IN HEIGHT NO LARGER OR SMALLER
RESORT ICON IS ALWAYS 10.5 IN HEIGHT NO LARGER OR SMALLER
RESORT ICON SITS 18 MM FROM TOP OF STRIPING
RULE SITS 6 MM FROM THE CAP HEIGHT OF TITLE
RULE IS .5 PTS THICK
Breakfast
TITLE OF MENU SET IN BASKERVILLE OO 22 POINT WITH +20 TRACKING
TITLE SITS 16 MM FROM TOP OF STRIPING

COLLATERAL

Sales Folder

OVERVIEW

Designed for the travel trade. Contains various marketing materials including: resort brochures, spec sheets, press releases and more.

COLLATERAL

Sales Folder

SALES FOLDER

PRINT SPECIFICATION

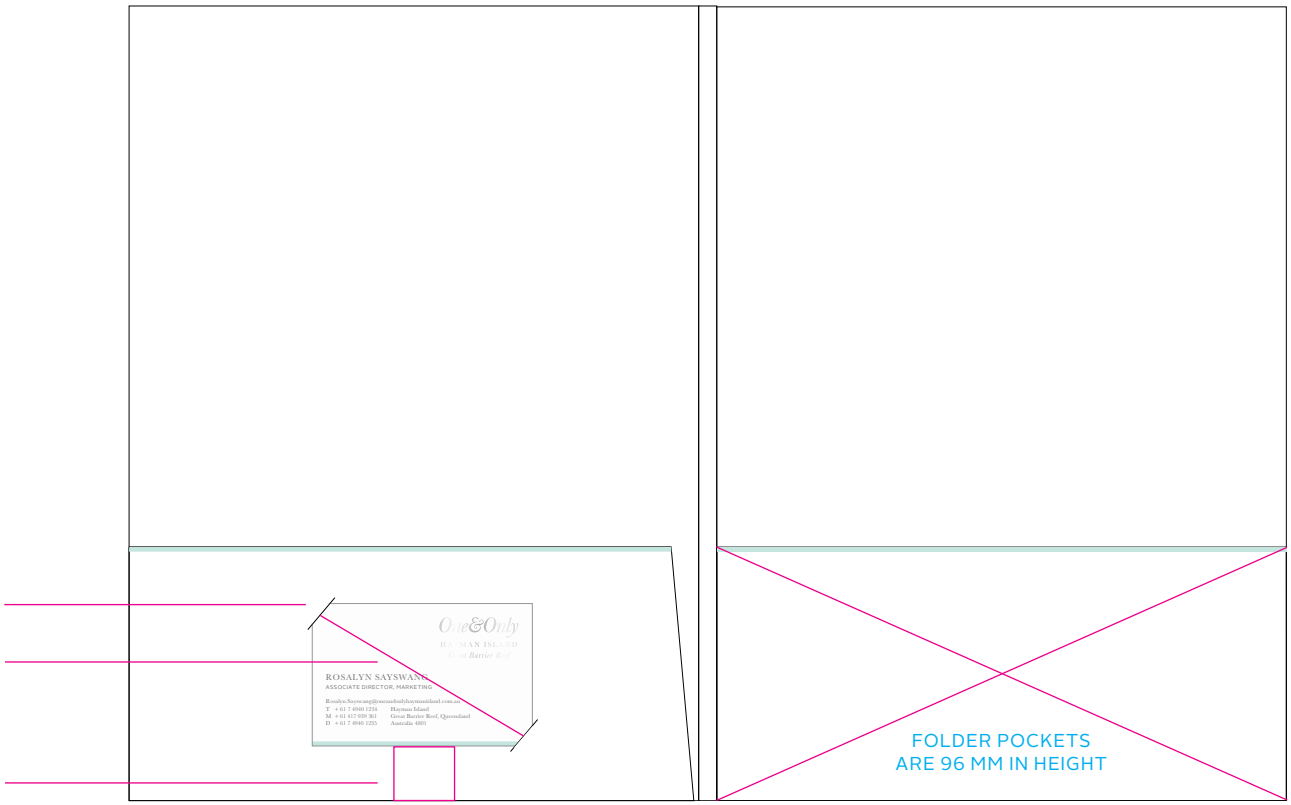
Size – 238mm x 309mm
Stock – Mohawk Superfine White Smooth
Weight – 352gsm/130# Cover
Colour – Cover: 4 Colour Process + Kurz 377 foil stamp /
Interior: 1 Colour PMS Cool Gray 11 U
Finishing: Pockets - (a) Left folded from bottom / Right folded from right (capacity pocket) (b) Both folded from bottom.
Business card slits on left pocket.

COLLATERAL

Sales Folder (Specs)

COLLATERAL

Press Kit (Specs)


CUTS ARE 16 MM LENGTH DIAGONALLY
SPACE BETWEEN CUTS IS 90 MM DIAGONALLY
BUSINESS CARD SITS 20 MM FROM BOTTOM OF FOLDER POCKET
FOLDER POCKETS ARE 96 MM IN HEIGHT

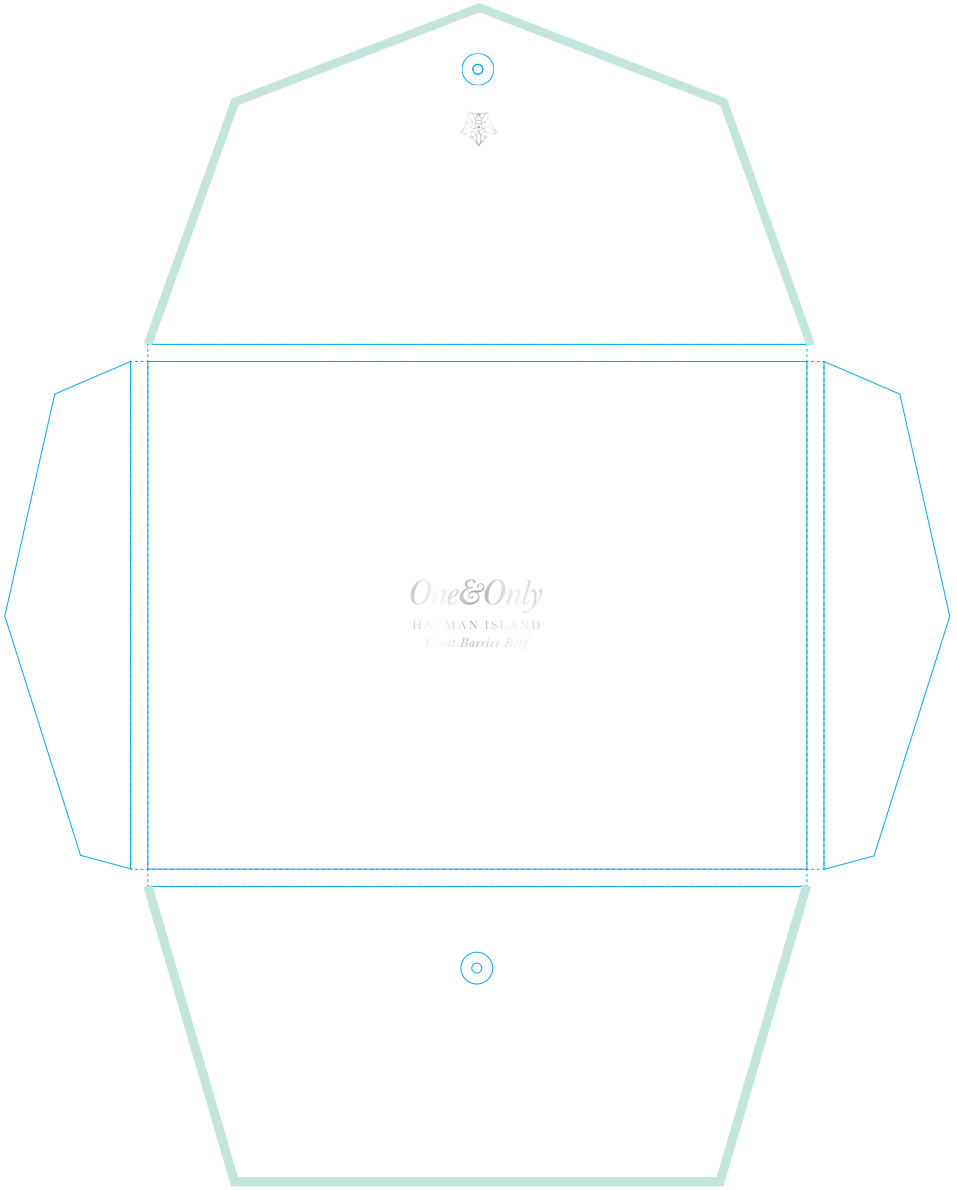
*ALL COLOUR STRIPES ARE 2 MM

COLLATERAL

Press Kit

OVERVIEW

This trade piece is intended for print, digital, and broadcast press. The images are interchangeable between resorts but the purpose is always the same: to present current press clippings, press releases, and other relevant information to suitable press outlets.



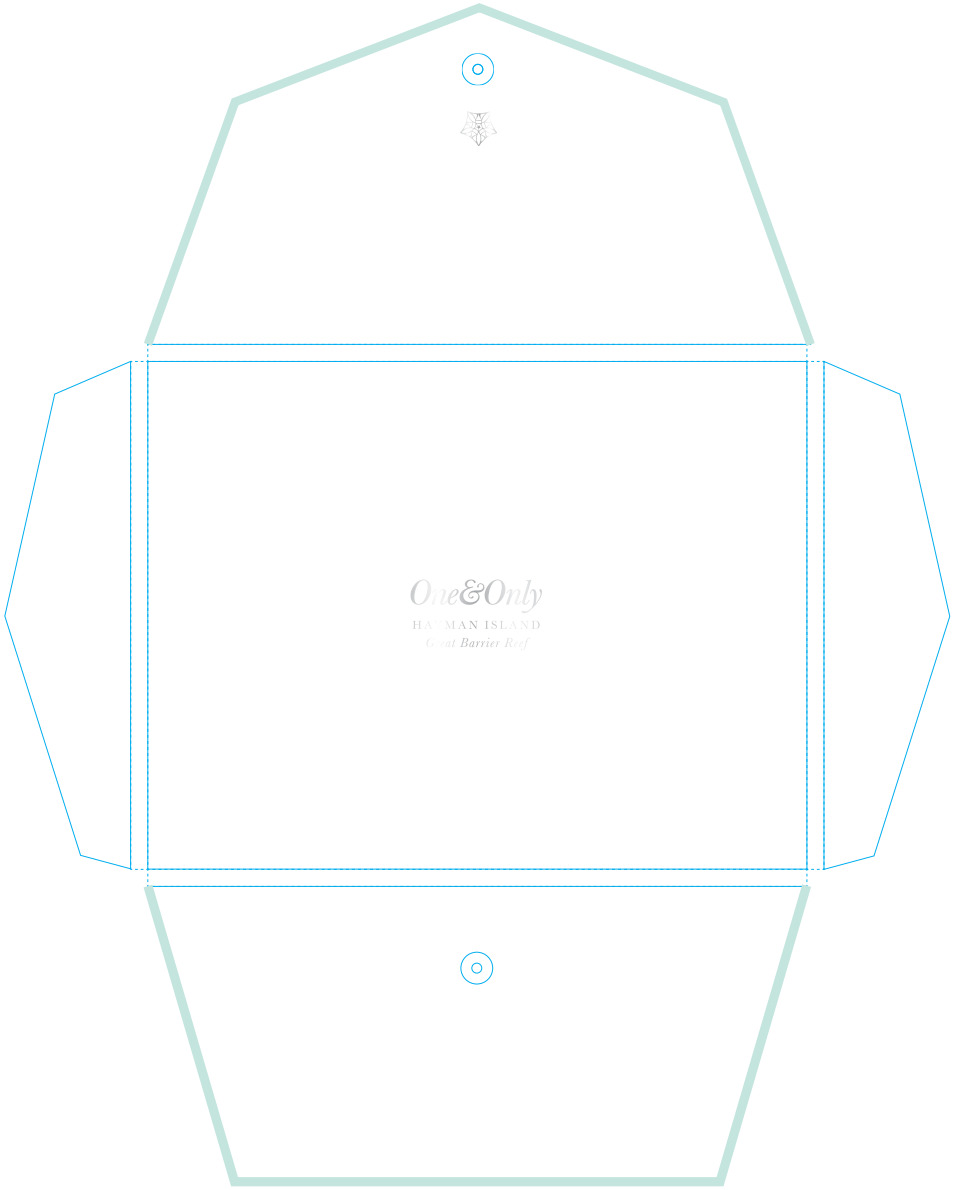
COLLATERAL

Press Kit

PRESS KIT FOLDER

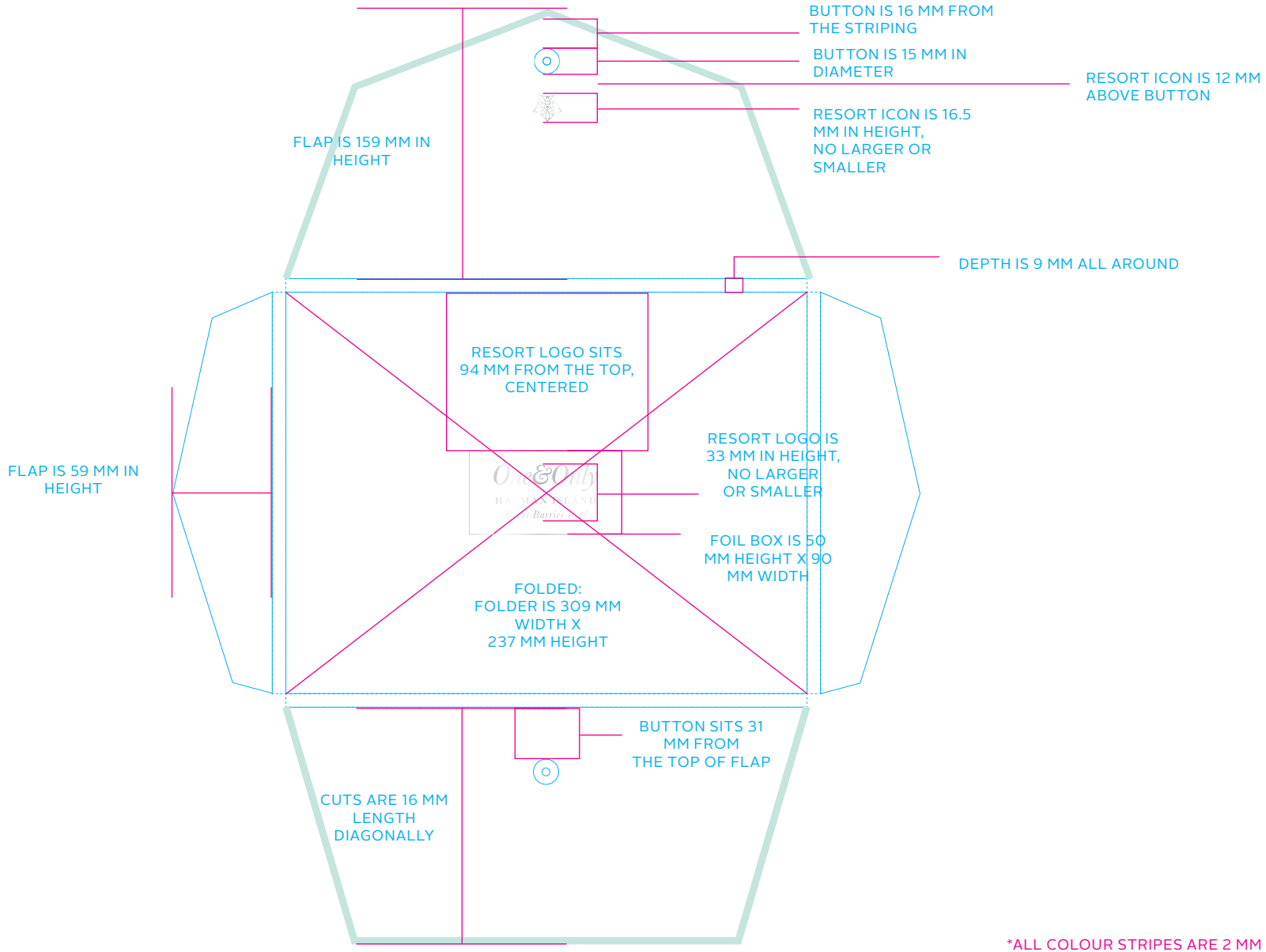
PRINT SPECIFICATION

Size – 309mm x 238mm
Stock – Mohawk Superfine White Smooth
Weight – 352gsm/130# Cover
Colour – 1 Colour PMS 572 U + Kurz 377 foil stamp
Finishing: Button and string closure



COLLATERAL

Press Kit (Specs)


BUTTON IS 16 MM FROM THE STRIPING
BUTTON IS 15 MM IN DIAMETER
RESORT ICON IS 12 MM ABOVE BUTTON
RESORT ICON IS 16.5 MM IN HEIGHT, NO LARGER OR SMALLER
FLAP IS 159 MM IN HEIGHT
DEPTH IS 9 MM ALL AROUND
RESORT LOGO SITS 94 MM FROM THE TOP, CENTERED
RESORT LOGO IS 33 MM IN HEIGHT, NO LARGER OR SMALLER
FLAP IS 59 MM IN HEIGHT
FOIL BOX IS 50 MM HEIGHT X 90 MM WIDTH
FOLDED: FOLDER IS 309 MM WIDTH X 237 MM HEIGHT
BUTTON SITS 31 MM FROM THE TOP OF FLAP
CUTS ARE 16 MM LENGTH DIAGONALLY

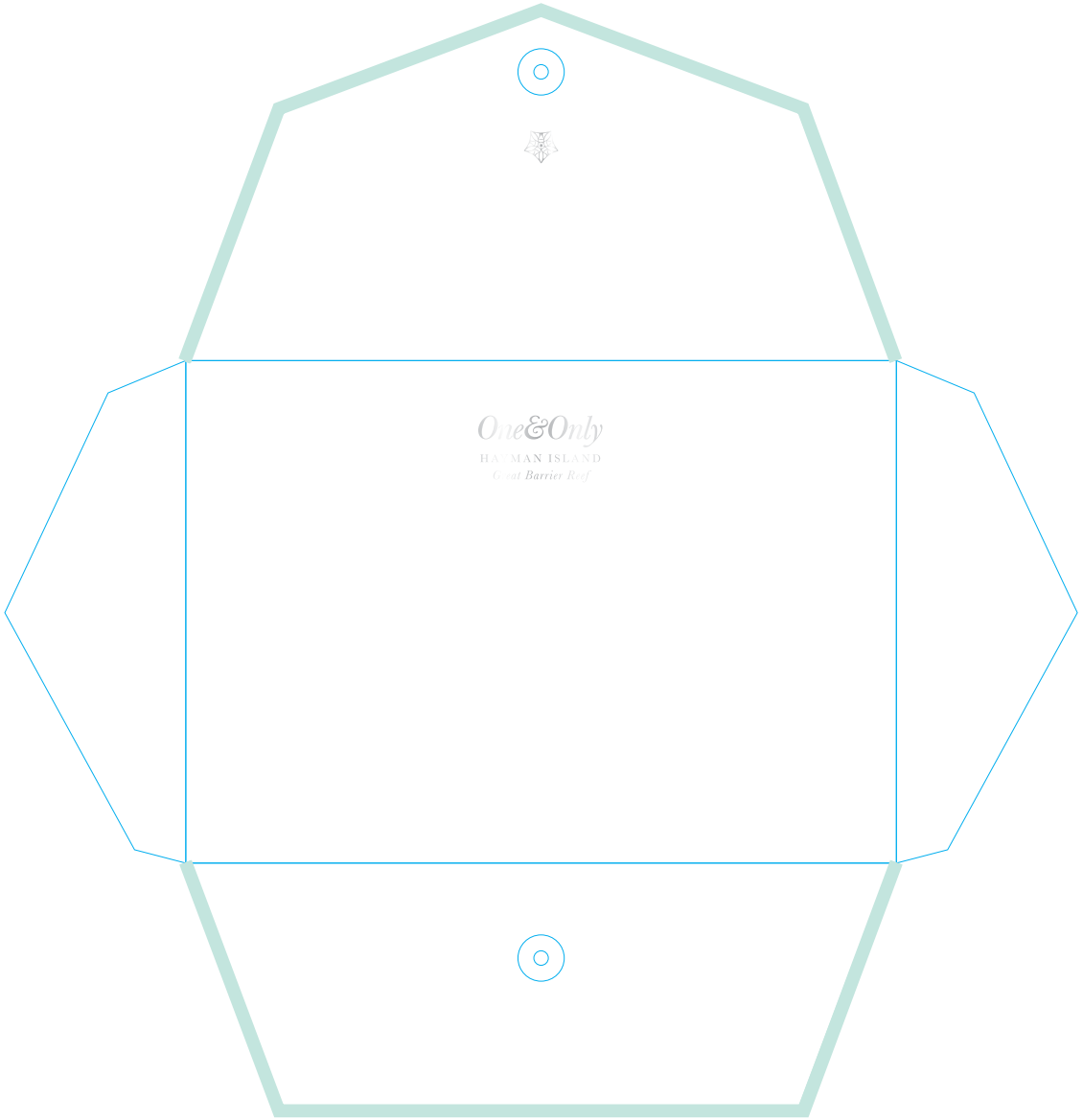
*ALL COLOUR STRIPES ARE 2 MM

COLLATERAL

Checkout Folder

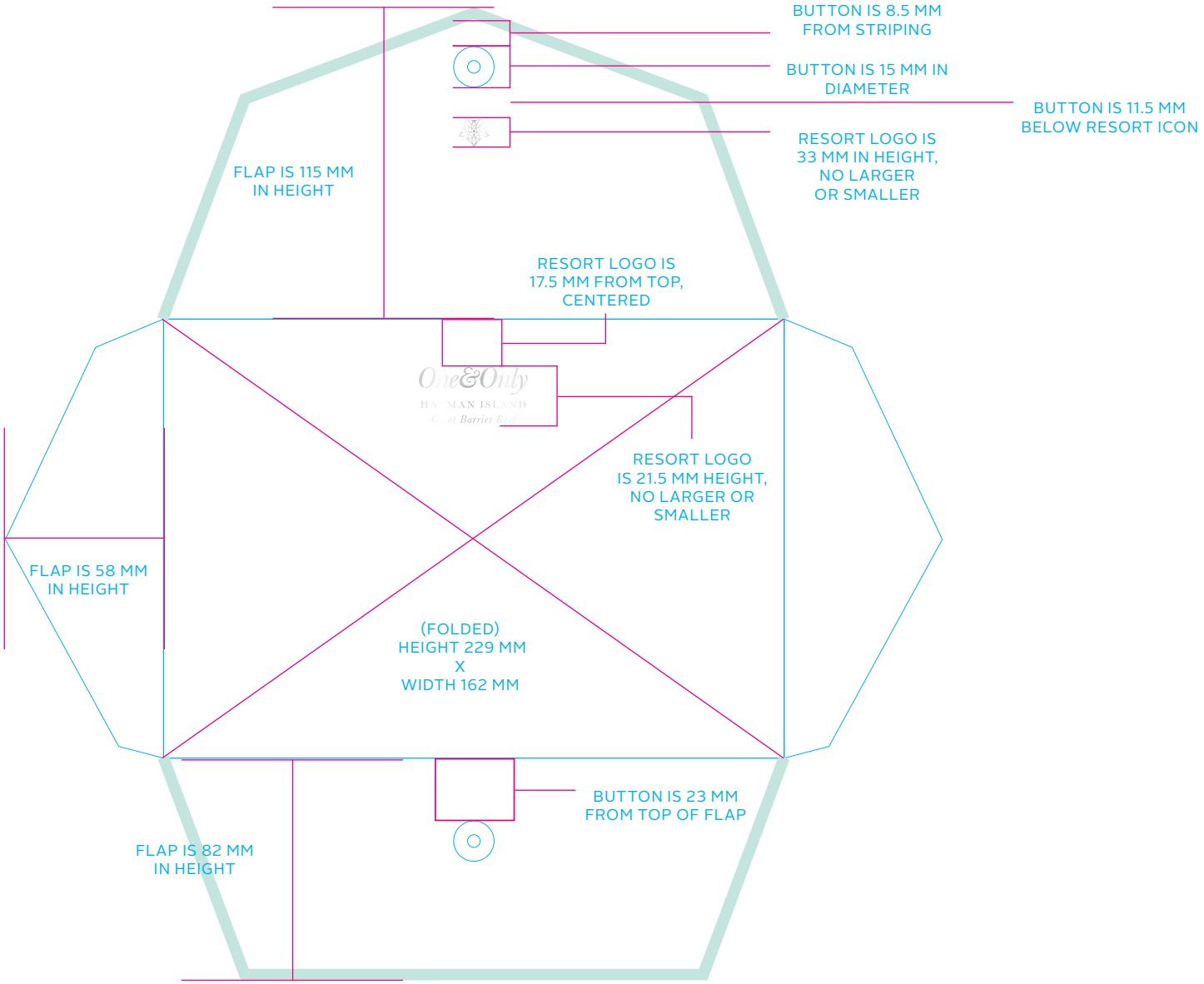
OVERVIEW (SHOWN UNFOLDED)

The last and final piece guests receive is the Checkout Folder.
It contains their bill and a farewell letter from the GM.
It is a simple but important piece as the last element in the
One&Only Hayman Island brand experience.



COLLATERAL

Checkout Folder (Specs)



*ALL COLOUR STRIPES ARE 2 MM

COLLATERAL

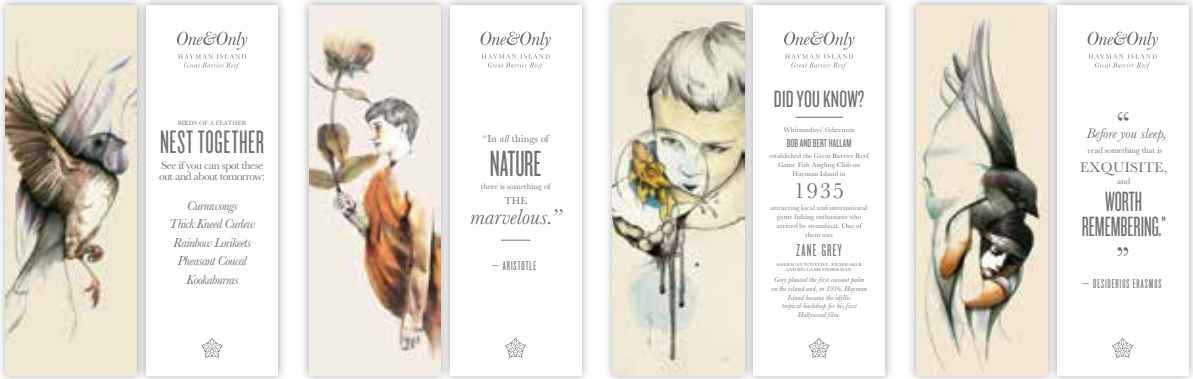
Turn Down Service

Bookmarks

TURN DOWN SERVICE

PRINT SPECIFICATION

Size – 52.5mm x 148mm
Stock – Mohawk Superfine White Smooth
Weight – 352gsm/130# Cover
Colour – Four Colour Process + PMS Cool Gray 1


One&Only
HAYMAN ISLAND
Great Barrier Reef
BIRDS OF A FEATHER
NEST TOGETHER
See if you can spot these out and about tomorrow:
Currawongs
Thick Kneed Curlew
Rainbow Lorikeets
Pheasant Coucal
Kookaburras
"In all things of
NATURE
there is something of
THE
marvelous."
– ARISTOTLE
DID YOU KNOW?
Whitsundays' fishermen
BOB AND BERT HALLAM
established the Great Barrier Reef Game Fish Angling Club on Hayman Island in
1935
attracting local and international game fishing enthusiasts who arrived by steamboat. One of them was
ZANE GREY
AMERICAN NOVELIST, FILMMAKER AND BIG GAME FISHERMAN
Grey planted the first coconut palm on the island and, in 1936, Hayman Island became the idyllic tropical backdrop for his first Hollywood film.
"Before you sleep, read something that is EXQUISITE, and WORTH REMEMBERING."
– DESIDERIUS ERASMUS

One&Only
HAYMAN ISLAND
Great Barrier Reef
"THE LAST THING you think of before falling asleep must always be the most beautiful."
– FILIPPO BOLOGNA
"THE FUTURE BELONGS to those who believe in the beauty OF THEIR DREAMS"
– ELEANOR ROOSEVELT
"A BIRD DOESN'T SING because it has an answer. IT SINGS BECAUSE IT HAS A song."
– MAYA ANGELOU
On the hottest days, watch for the
BLUE TIGER BUTTERFLY
FLITTING ABOUT
in the shade
Early Bird Special!
SEE IF YOU CAN SPOT the nesting
BOOBOOK OWL
and listen for its DISTINCTIVE
"MA-POKE"
call at night.

One&Only
HAYMAN ISLAND
Great Barrier Reef
"AMBITION leads me not only FARTHER than any other man has been before me, but as far as I think it is POSSIBLE for man to go."
– CAPTAIN JAMES COOK, who discovered Hayman Island
SULPHUR-CRESTED
COCKATOO
(Cacatua Galerita)
Keep and eye out for your Cockatoo friends tomorrow. Their distinctive morning call can be very exciting, as we have over
100 Cockatoos
on the Island. They are naturally curious, as well as very intelligent, and can live upwards of 70 years. The Sulphur-crested Cockatoo is a seasonal breeder on Hayman. The nest is a bed of wood chips in a hollow in a tree and both parents incubate the eggs and raise the nestlings. But it's not all work:
a recent study found these birds enjoy synchronizing movements to a musical beat.
"DO WE NOT live in DREAMS?"
– ALFRED LORD TENNYSON
"Nature always wears THE COLORS OF the spirit."
– RALPH WALDO EMERSON
"LOOK DEEP INTO nature and then you will understand EVERYTHING BETTER."
– ALBERT EINSTEIN
"Just living is not enough… ONE MUST HAVE sunshine, freedom, AND A LITTLE FLOWER."
– HANS CHRISTIAN ANDERSEN

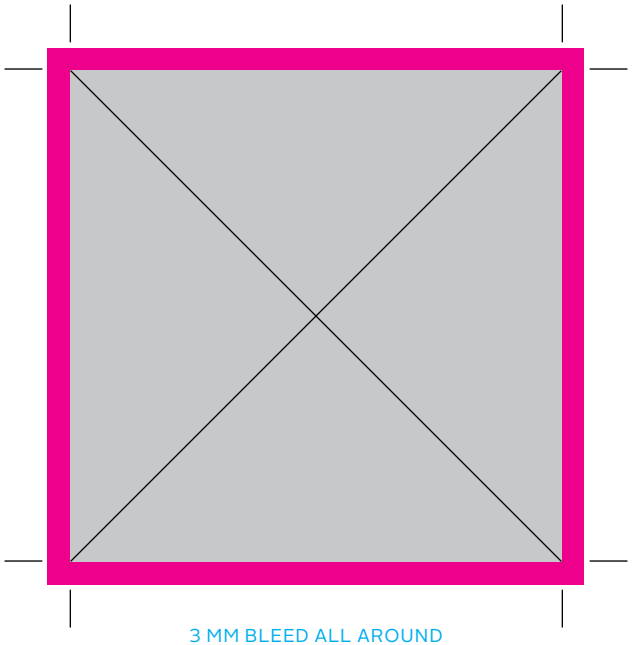
COLLATERAL

Bleed Guide

OVERVIEW

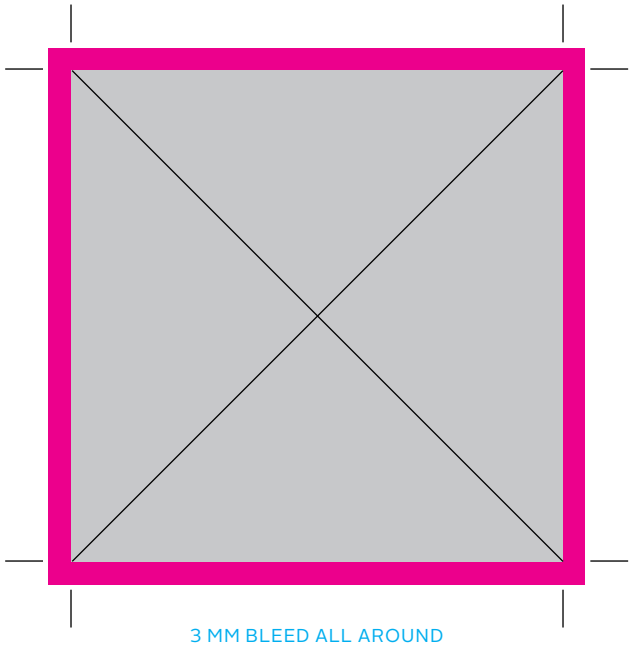
Files created for print should include a bleed appropriate to the location where they will be printed.

UNITED STATES



3 MM BLEED ALL AROUND

EVERYWHERE ELSE



3 MM BLEED ALL AROUND

RESORT STYLE GUIDE